

LIFE



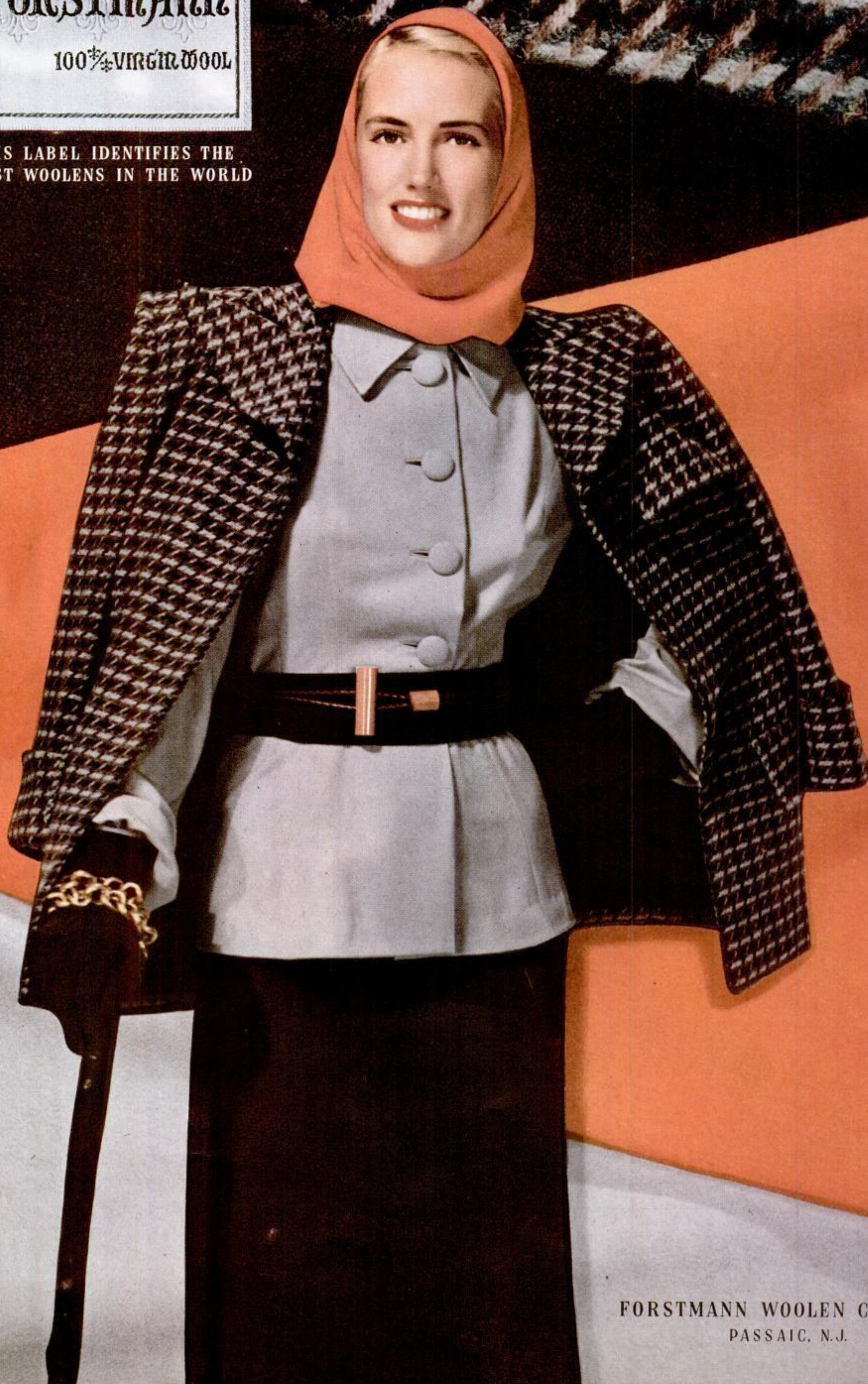
WATER SKIER

FEBRUARY 17, 1947 **15** CENTS
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PASSAIC, N.J.



A great new radio-phonograph is available now at your Philco dealer... the Philco 1213 with the sensational Advanced-FM System invented by Philco, giving you the purest, clearest, quietest FM reception ever achieved. Also, the patented Philco Dynamic Reproducer which gives radio studio tone to your records at home. Hear it... for a new idea of listening pleasure.

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conducting the Pittsburgh Symphony Orchestra
Beethoven: *Symphony No. 2 in D Major*
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Trade-marks "Columbia," "Masterworks" and Reg. U. S. Pat. Off.



He wants you to enjoy great music recorded at its best... so **FRITZ REINER**

is recording exclusively for

Columbia Records
MASTERWORKS



FRITZ REINER... one of the great conductors of our time, inspired leader of the famous Pittsburgh Symphony Orchestra.

A development of
B.F. Goodrich
FIRST IN RUBBER



Nylon shock shield for truck tires announced by B. F. Goodrich

A typical example of B.F. Goodrich improvement in tires

A NEW nylon shock shield in every big B. F. Goodrich truck tire is the latest improvement in these tires which are now better than prewar!

Nylon—the miracle material which was used during the war for parachutes, glider tow ropes, and airplane tires because of its strength and elasticity—is now used to break the force of sharp blows in truck tires. Right under the tread of every B. F. Goodrich truck tire in sizes 8.25 and larger is this nylon shock shield.

When a heavy truck hits a rock, a curb, or deep rut, the tire must absorb the blow. Such an impact

often leads to a bad bruise or eventually a blow-out. That's one reason why so many truck tires reach the scrap pile before they're really worn out.

In the new B. F. Goodrich tires nylon shock shields give extra protection to the rayon cord body. This results in a four-way saving for truck owners: (1) Average tire mileage is increased. (2) Tires have greater resistance to bruises. (3) There's less danger of tread separation. (4) More tires can be recapped.

The development of truck tires with a nylon shock shield is typical of the constant improvement being made in all types of tires by B. F. Goodrich. Only from B. F. Goodrich can you get truck tires built with a weftless rayon cord body. Only from B. F.

Goodrich can you get the added protection of nylon shock shields.

Nylon makes tires more expensive to build, yet these new B. F. Goodrich truck tires sell at regular prices. *The B. F. Goodrich Company, Akron, Ohio.*

Truck Tires **BY**
B.F. Goodrich

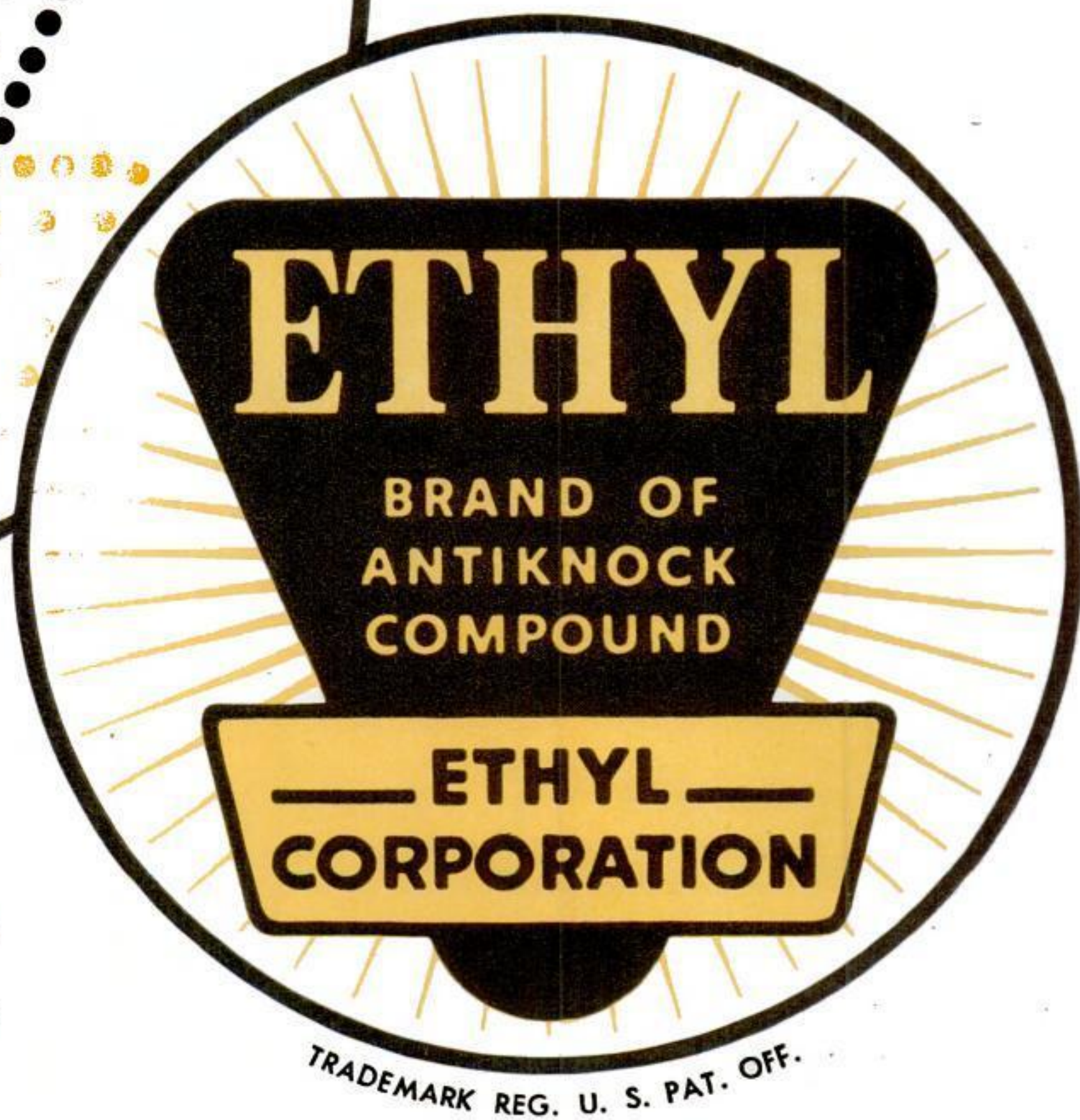
EACH DOT represents an oil refiner displaying this trademark



HOW MANY DO YOU THINK THERE ARE?

- a. *seventy-five?*
- b. *one hundred fifty-two?*
- c. *two hundred forty?*
- d. *fourteen thousand?*

See correct answer below:



If you will carefully count the dots, you will find that there are exactly two hundred forty . . . which is the number of U. S. oil refiners who are now using Ethyl brand of antiknock compound to improve their best gasoline.

So c is the right answer—but if you guessed higher than this, we can't mark you as being entirely wrong

. . . because the progressive oil refining companies that are licensed by the Ethyl Corporation to add its antiknock compound to their gasoline sell the finished product through thousands of jobbers and dealers. These distributors in turn display the Ethyl trademark on pumps that contain good gasoline improved by the famous Ethyl antiknock compound that increases power and performance.

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WALTER J. BLACK, PRESIDENT
OF THE CLASSICS CLUB,
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*This Handsomely Bound and Decorated
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The Rubāiyāt of Omar Khāyyām

HERE is a book treasured wherever English is spoken. A single one of its haunting verses, written a thousand years ago by Omar the stargazer and poet of ancient Persia, is enough to send your imagination soaring far beyond the four walls of everyday life. You will arise from your reading refreshed and wiser in the ways of enjoying life's tasks with new vigor and courage!

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classics at a low price. 2. Its members are not obligated to take any specific number of books. 3. Its volumes (which are being used today in many leading colleges and universities) are luxurious De Luxe Editions—bound in the fine buckram ordinarily used for \$5 and \$10 bindings. They have tinted page tops; are richly stamped in genuine gold, which will retain its original lustre—books you and your children will read and cherish for many years.

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Mail this Invitation Form now. Paper, printing, binding costs are rising. This low price—and your FREE copy of THE RUBAIYAT OF OMAR KHAYYAM—cannot be assured unless you respond promptly. THE CLASSICS CLUB, One Park Avenue, New York 16, N. Y.

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This One



SPK0-DF9-FX2Q



ON ONE SKI, NANCE SKIMS GRACEFULLY OVER PLACID LAKE ELOISE



BALANCING ON ONE FOOT, SHE MAKES A TOUGH STUNT LOOK EASY



NANCE SCOOTs ALONG AT A FANCY 40-MILE CLIP ON GADGET CALLED A JITTERBOARD, WHICH IS TOWED BY A LINE ATTACHED TO ITS TIP

SPEAKING OF PICTURES...

... CHAMPION WATER SKIER SHOWS OFF SKILL IN FLORIDA SUNSHINE



WITH THE POISE OF A BALLET DANCER, NANCE STILLEY CHASES HER SHADOW THROUGH SHIMMERING SPRAY KICKED UP BY HER SKI

In any Florida season two of the surest ways for a pretty girl to get publicity are to become a citrus queen and to be photographed on water skis. In Cypress Gardens, a tourists' mecca near Winter Haven, Fla. which specializes in both kinds of pictures, one of the prettiest and most skillful subjects is a

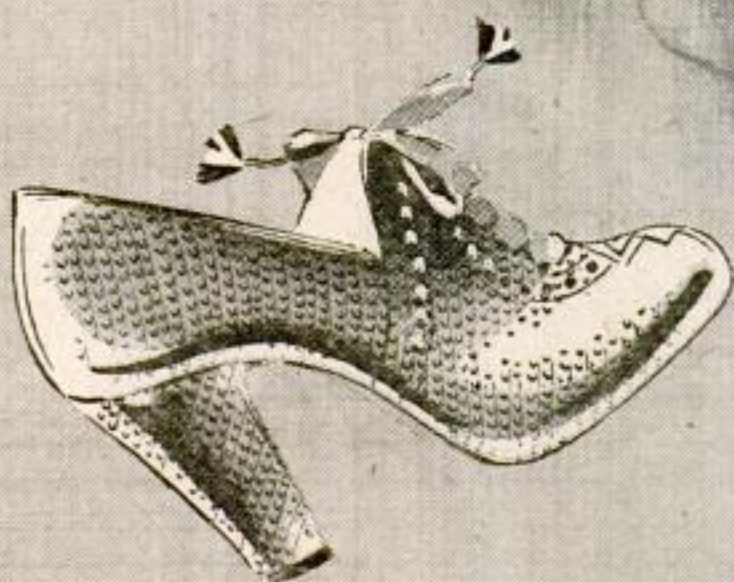
lithe, 18-year-old water skier named Nance Stilley, who is also an aspiring Orange Festival queen. Miss Stilley, recent winner of a state water-skiing championship, has already managed to appear in 12 movie shorts, 31 newsreels and uncounted thousands of stills. Now a full-time employe of the Gardens, she

does secretarial work for Promoter Dick Pope every morning, puts on a water-skiing exhibition every afternoon, models for photographers and somehow finds time to answer desperate lumber dealers who have seen pictures of her skiing among the cypresses and want to know how they can purchase the trees.

FLORSHEIM

Lizard

Wizardry



The magic of the Orient—
matched by the wizardry
of Florsheim in crafting
these foot fashions.
Orient-imported lizard—
beautiful as embroidered
silk yet extra long-lived—
is fashioned in the new
closed look. Wear them
with every costume for
their poised and elegant
grace, wear them proudly
for their Florsheim
quality!

THE FLORSHEIM SHOE COMPANY • CHICAGO

MAKERS OF FINE SHOES FOR MEN AND WOMEN

SPEAKING OF PICTURES

CONTINUED



HIP-HIGH IN SPRAY. College Student Robert Harmon manages wet grin with Nance perched on his shoulders. Double weight presses skis deep in water.



WATER-SKI TAKE-OFF starts with the skier squatting on skis in shallow water with head above surface. Starts are also made in deep water and off docks.

Fred Beck* Eats His Words!

From time to time I've flung you readers some flip remarks to the effect that maybe some of what comes off the Hollywood production line should be routed direct to the glue works.

Now something has happened. If you'll just slide me that ketchup bottle, I'll eat my words. I've just seen a picture (preview) that's so good, I'm yelling Uncle. And I'll take back my snide cracks.

I've just seen *The Farmer's Daughter* with Loretta Young, Joseph Cotten, Ethel Barrymore and a whole cast behaving like *real people*.

I'm putting in my two cents' worth to plug this good one because you'll love me for tipping you off not to miss *The Farmer's Daughter*. It moves along at a merry clip and you're with it all the way... from the instant Loretta starts out for the big city, with a paper suitcase and a cute Minnesota accent, right through to the fade-out. It's about people you and I know—or wish we did. You'll laugh the way you laughed on your last hay ride. It has more darned action than the time the fox got in the hen house. Its love story makes you feel all good inside. Take my word for it—go see *The Farmer's Daughter*. I said go see *The Farmer's Daughter*... when it comes out.

*HE WRITES DAILY IN THE LOS ANGELES TIMES. THIS IS AN EXCERPT.



RKO
PRESENTS

LORETTA YOUNG · JOSEPH COTTEN · ETHEL BARRYMORE

in

"The Farmer's Daughter"

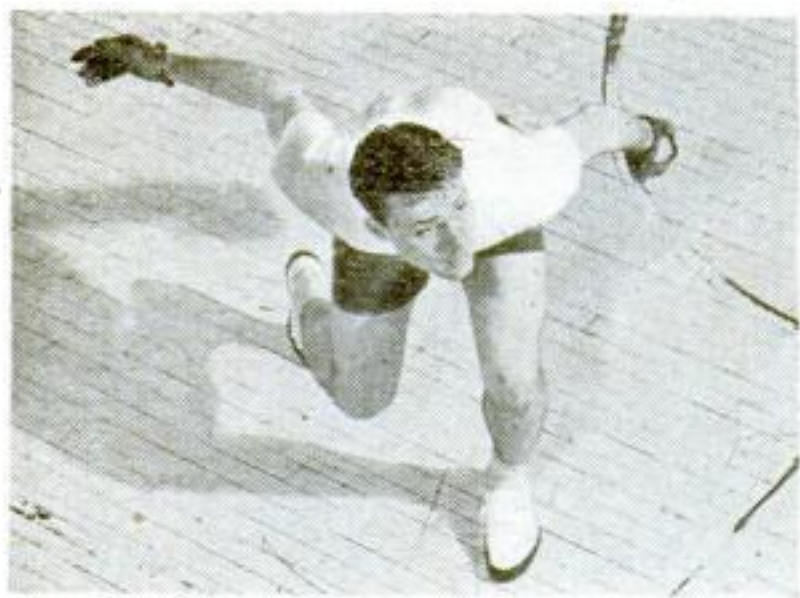
with

CHARLES BICKFORD

A DORE SCHARY PRODUCTION

Directed by H. C. POTTER • Written by ALLEN RIVKIN and LAURA KERR





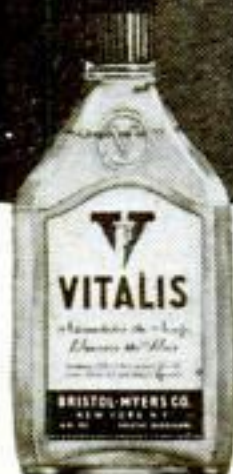
Notice how exercise gives a man those up-and-at-'em good looks? Hair can look that way, too. The Vitalis "60-Second Workout" takes your listless, languid hair and makes it look alive. Your scalp *tingles*. And you get the kind of hair handsomeness that marks a man's man. Won't frighten women away, either. Interested? Take it from here . . .

Vitalis and the "60-Second Workout"

Just 50 seconds to massage Vitalis on your tight, dry scalp . . . tightness eases. Dryness disappears—Vitalis' pure vegetable oils see to that. You're also routing loose dandruff, helping to check excessive falling hair. 10 seconds to comb . . . and, Son, that's not just hair on your head. That's the handsomest, most vital-looking gal-getter you ever owned!



for hair with that **Alive** look



Product of Bristol-Myers

If you shrink from the spotlight, better skip the Vitalis "60-Second Workout." Because it *does* give you the kind of virile-looking hair that gets glances, gals and glad-hands. Of course, if you enjoy that sort of thing, handsome hair is your best booster. Get your hair good to look at . . . with the Vitalis "60-Second Workout."

LETTERS TO THE EDITORS

ATLANTIC COAST

Sirs:

Orchids to LIFE on the magnificent pictures of the Atlantic Coast (Jan. 27). The one titled "Struggle of Land and Sea" is far better than Salvador Dali has ever painted.

SGT. KENN BURNETTE

Morrison Field
Palm Beach, Fla.

Sirs:

Referring to your picture of Rye Harbor, N.H., you stated that the posts shown were the remains of a clam digger's walk. It isn't so! My husband's father cut the trees and hauled the posts with a horse 42 years ago for a breakwater to protect the road, long before the state of New Hampshire built the new stone jetties. The picture was taken in front of our house. Our clam diggers here are not provided with boardwalks.

FRANCES GOSS

Rye Harbor, N.H.

Sirs:

. . . You skipped from New York to Delaware, leaving out some 128 miles of the most famous beaches on the Atlantic Coast. The state of New Jersey was not mentioned even once. This made your article very disappointing to me and the other citizens of New Jersey.

ERNEST SIGETI

New Brunswick, N.J.

● LIFE's apologies to Reader Sigeti for omitting New Jersey, also to 33 other readers who complained about the omission of Atlantic City, N.J.; Back Bay, Va.; Barnegat Light, N.J.; Beavertail Light, R.I.; Boston Light, Mass.; Cape Cod Light, Mass.; Cape Henry Light, Va.; Cape May Point Light, N.J.; Charleston, S.C.; Chincoteague Island, Va.; Daytona Beach, Fla.; Elephant Statue near Atlantic City, N.J.; Fire Island Light, N.Y.; Gull Island Light, N.Y.; Hampton Roads, Va.; Hillsboro Inlet Light, Fla.; Ida Lewis Light, R.I.; Key West Light, Fla.; Long Branch, N.J.; Long Island, N.Y.; Mariners' Museum, Newport News, Va.; Minnot's Ledge Light, Mass.; Montauk Point Light, N.Y.; Navesink Light, N.J.; New London Light, Conn.; Ocracoke Light, N.C.; Old Cape Henry Light, Va.; St. Simon Island Light, Ga.; Sandy Hook Light, N.J.; "Syndia" Wreck at Ocean City, N.J.; Virginia Beach, Va.—ED.

SLOTS BEFORE THE EYES

Sirs:

On page 107 (LIFE, Jan. 27) you show a picture of Judy Andrews with what you call a "startling pair of slotted goggles, scientifically designed to permit full vision yet keep out glare."

Let me tell you that this statement is not true. These slotted goggles have one purpose only: they are worn by skiers to aid in seeing during snowstorms or blizzards and not to "take away glare." Ordinary glass goggles would get wet and the snow would stick to them.

I have had these goggles for more than 15 years and have used them in many ski races in Switzerland. Furthermore I was a member of the U.S. ski troopers for three years and you can rest assured that, if slotted goggles

IN RAZOR BLADES

PAL
HOLLOW
GROUND

HAS
THE
"EDGE"

5 ways

- ✓ LONGER LASTING
- ✓ SMOOTHER SHAVING
- ✓ KEENER EDGES
- ✓ MORE ECONOMICAL
- ✓ UNIFORMLY PERFECT



DOUBLE
EDGE

SINGLE
EDGE

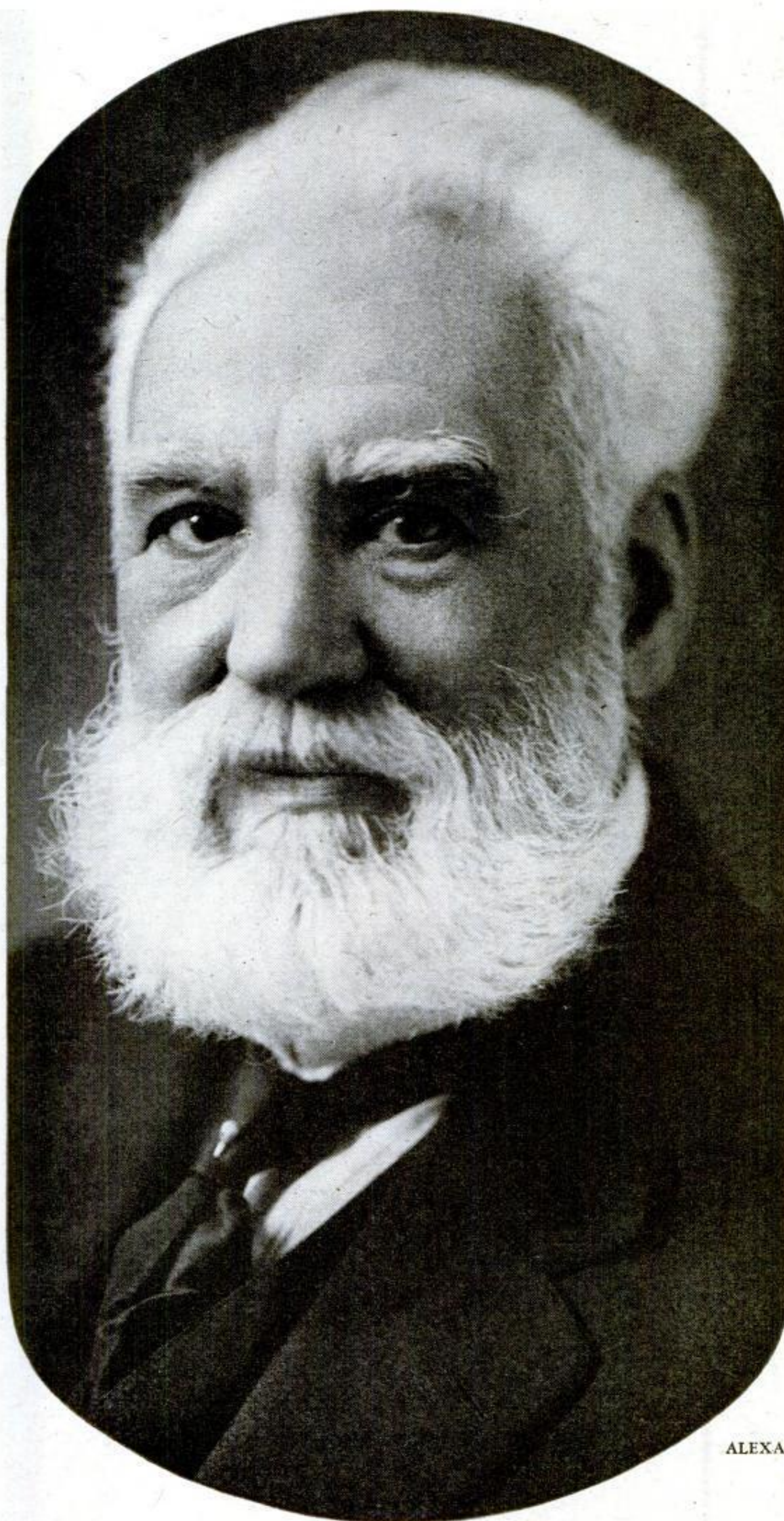
RUST-RESISTANT

4 for 10¢ 10 for 25¢ 25 for 59¢

ECONOMY SIZE 50 for \$1.
AT ALL GOOD STORES

PAL HOLLOW GROUND BLADES ARE MADE IN U.S.A., CANADA, GREAT BRITAIN AND SOUTH AMERICA AND ARE SOLD ALL OVER THE WORLD

CONTINUED ON PAGE 12



ALEXANDER GRAHAM BELL
by Moffett, 1918

He gave the world a new voice

Alexander Graham Bell was a teacher of the deaf. He was also a trained scientist who made it possible for millions upon millions of people to hear each other by telephone.

The telephone brought something into the world that had not been there before.

For the first time people were able to talk to each other even though separated by long distances.

Horizons broadened. A new industry was born, destined to employ hundreds of thousands of men and women and be of service to every one in the land.

Alexander Graham Bell was a great humanitarian, not only as a teacher of the deaf, but in his vision of the benefits the telephone could bring to mankind.

Bell's vision has come true. It keeps on being an essential part of this nation-wide public service.

BELL TELEPHONE SYSTEM



★ 100th Anniversary of the Birth of Alexander Graham Bell • March 3, 1947 ★

He gave the world a new voice



ALEXANDER GRAHAM BELL
by Moffett, 1918

Alexander Graham Bell was a teacher of the deaf. He was also a trained scientist who made it possible for millions upon millions of people to hear each other by telephone. The telephone brought something into the world that had not been there before.

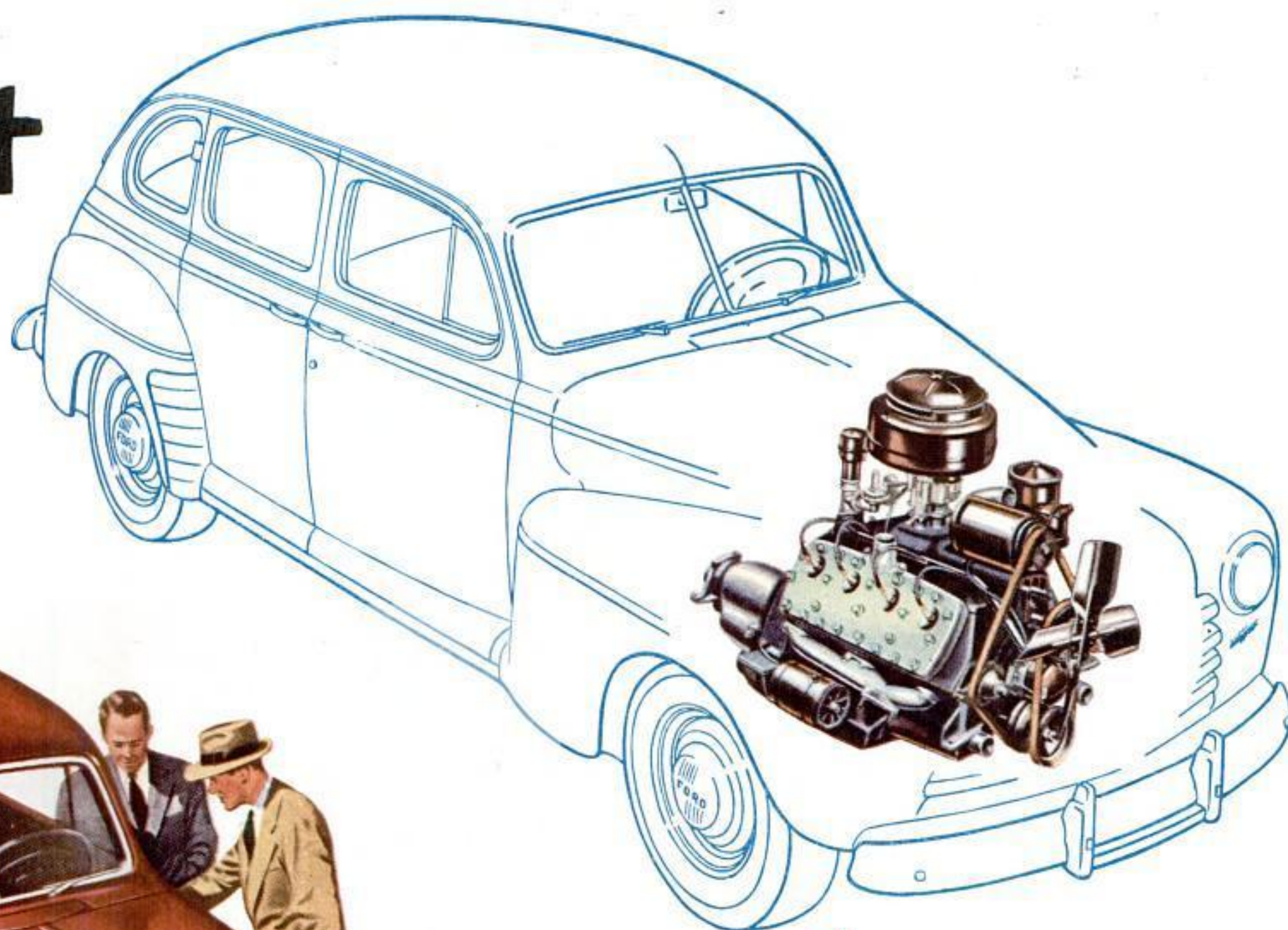
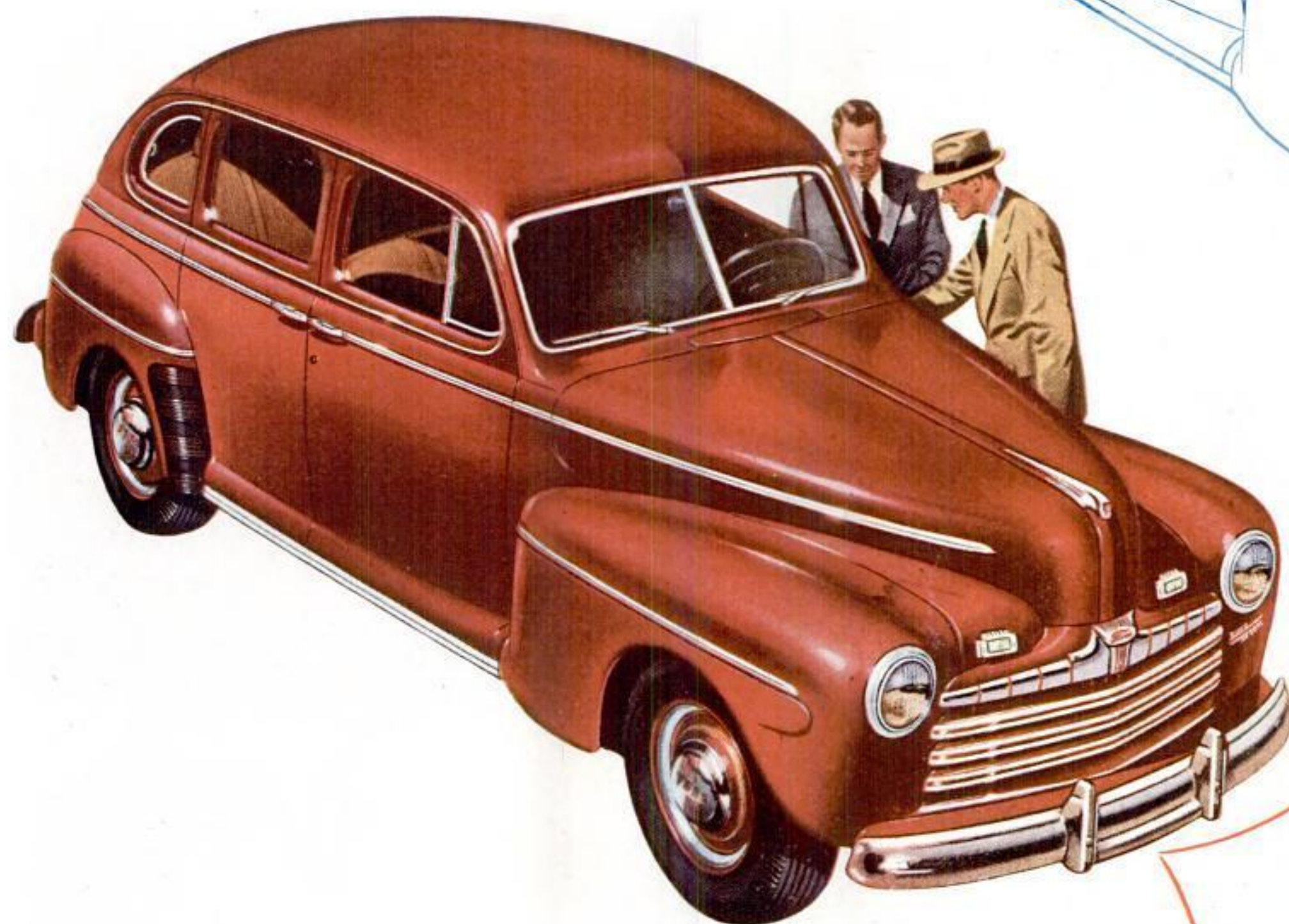
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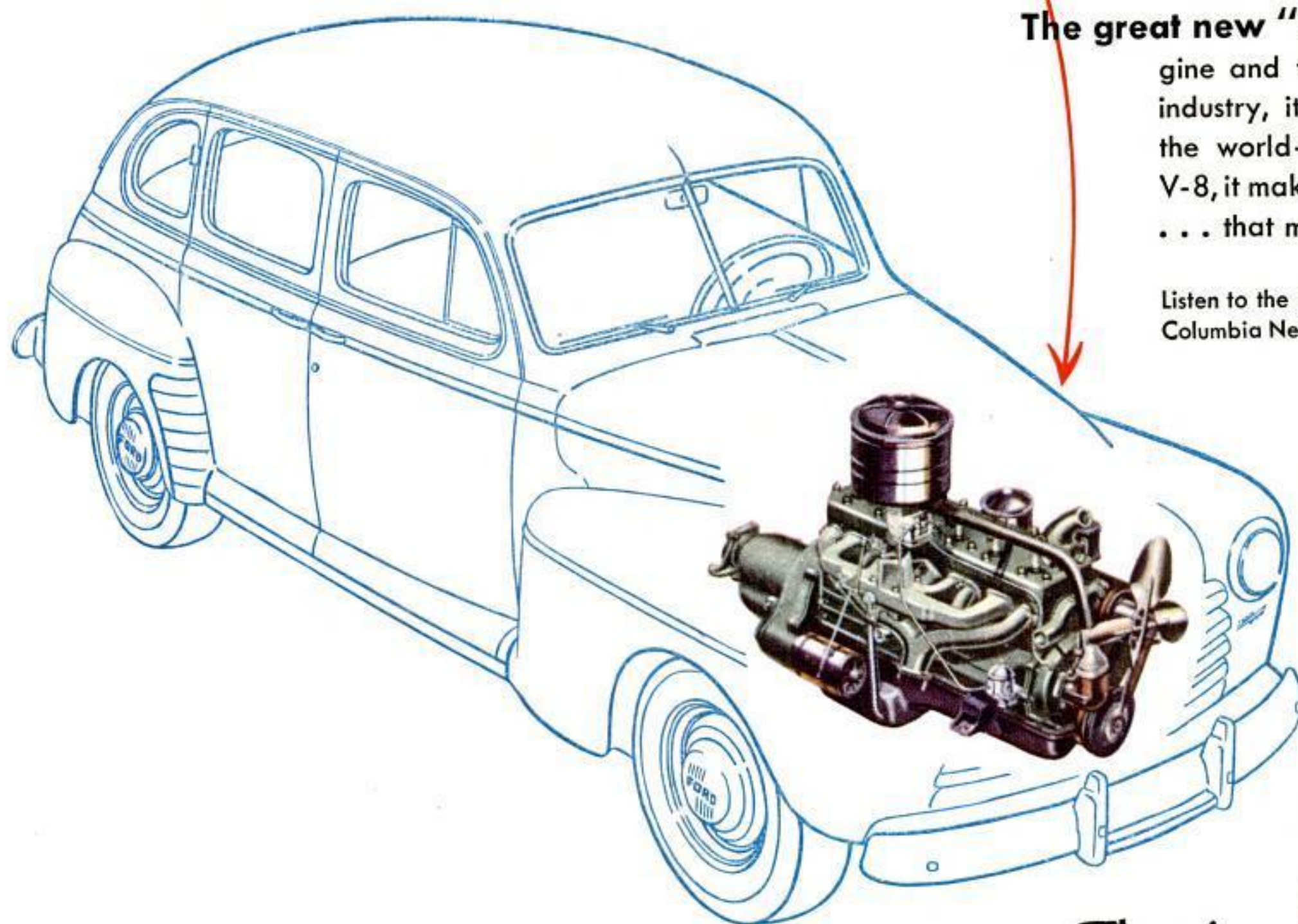


BELL TELEPHONE SYSTEM

Ford's out Front with two great engines!



The famous V-8... No other car in Ford's class has an "8". . . no other has a V-type engine... no other has 100 h.p.! The Ford V-8 is the same type engine used in America's costliest cars. 4-ring aluminum pistons and balanced carburetion save on both gas and oil.



The great new "6"... the newest Ford engine and the most modern Six of the industry, it is a true running mate to the world-famous Ford V-8. Like the V-8, it makes fewer revolutions per mile . . . that means less wear, longer life!

Listen to the Ford Show starring Dinah Shore on Columbia Network Stations Wednesday Evenings

There's a *Ford* in your future





You'd be surprised what **HEMO*** might do for your child!

WOULD YOU SPEND fifty-nine pennies for the sake of your child's well-being?

Then we suggest this: Include Hemo with her regular meals for the next 30 days. What happens may surprise you!

Here's why: Two glasses of Hemo made with milk supply a whole day's needs of all the vital vitamins and minerals shown on chart at right.

And you know how growing children *need* vitamins and minerals!

Hemo's so delicious, so milk-chocolaty, you don't have to coax children to drink it. Grand for all the family, too. A wonderfully *relaxing* hot drink at bedtime.

Only 59¢ a jar . . . about 2½¢ a serving. Get Hemo today!



JUST ONE GLASS of Hemo gives you:

The Vitamin A in 3 boiled eggs!

PLUS

The Vitamin B₁ in 4 slices of whole wheat bread!

PLUS

The Vitamin B₂ (G) in 4 servings of spinach!

PLUS

The Vitamin D in 3 servings of beef liver!

PLUS

The Niacin in 3 servings of carrots!

PLUS

The Iron in ½ pound of beef!

PLUS

The Calcium & Phosphorus in 2 servings of cauliflower and 1 serving of cooked green beans combined



HEMO exceeds adult requirements!

Minimum daily needs set by U. S. nutritionists	2 servings of HEMO, made with milk, give
4000 USP units	VITAMIN A 4000 USP units
333 USP units	VITAMIN B ₁ 400 USP units
2 milligrams	VITAMIN B ₂ 3 milligrams
400 USP units (Not set)	VITAMIN D 410 USP units
10 milligrams	NIACIN 10.3 milligrams
750 milligrams	IRON 15.7 milligrams
750 milligrams	CALCIUM 950 milligrams
	PHOSPHORUS 750 milligrams



POWDER AND LIQUID

BOTH LUSCIOUS

BOTH SAME VITAMIN RICHNESS

BOTH MAKE 24 SERVINGS

*Reg. U. S. Pat. Off. © The Borden Company

Borden's Hemo

Drink your vitamins and minerals...and like 'em!

How do you stand?



"What a cleaner! The best for glassware!"

says **MRS. D. LILLIS**
of Brattleboro, Vt.

"Glassware gleams—no streaking with new Ethyl Cleaner suds. Fine for windows and mirrors, too." (Non-abrasive. Kind to hands.)



"Hm-m! I say Ethyl Cleaner's the best for pots and pans!"

says **MRS. CHARLES HERMAN**
of South Bend, Ind.

"No more messy scrubbing of pots and pans. The quick-acting suds whisk away grease." (Grand for dishes, too!)



"You're both right! It's also best for cars!"

says **MR. PHILLIP LEWIS**
of Scranton, Pa.

"Ethyl Cleaner suds float grime and dirt from finish, glass and upholstery!" (Economical, too! Try it!)

EVERYONE AGREES...

New Ethyl Cleaner is best for so many things!



Guaranteed by Good Housekeeping

Available at leading stores and automobile service stations

LETTERS TO THE EDITORS

CONTINUED

Sirs:

...I refuse to believe that the American public has lost faith in flying; I discount the belief that anyone who has traveled a few times by air is being scared away because of a cycle of air accidents, a large percentage of which did not involve American commercial airlines. Any such reaction would be partially the fault of the press, which seemingly puts a greater accent on air accidents than on other disasters in the transportation field. I am confident that the American public knows and believes that travel by air is safer than by rail or road and that ultimately, through the use of GCA and ILS, air accidents will decrease even more.

JOHN C. MCGUIRE

Miami, Fla.

● Last week the National Safety Council announced final accident figures for 1946: killed in auto accidents, 33,500; killed in railroad accidents, 89; killed in airline accidents, 75. Also announced was the fact that airline fatalities averaged 1.2 for every 100,000,000 passenger miles flown. Railroad fatalities for the same distance for the first 11 months of 1946 averaged .15.—ED.

Sirs:

Westover Field, ATC headquarters for cross-Atlantic flights, is located in the Springfield-Chicopee-Holyoke area of western Massachusetts, not, as you state, in Connecticut.

THE REV. FRANKLIN D. LOEHR
Florence, Mass.

Sirs:

...How many other readers noticed this mistake?

DOUGLAS SMITH

Longmeadow, Mass.

● Seventy-one others.—ED.

EMPTY SEATS

Sirs:

In your Jan. 27 issue your Picture of the Week states, "44-seat airliner takes off with 13 passengers." I still count only 12 passengers. Pray tell where is the other fellow? Did he fall out or is he up with the pilot?

ELLEN F. DONOGHUE

New York, N.Y.

● Neither. He is taking the picture.—ED.

LABORATORY RATS

Sirs:

I appreciate so much your letting me see the great advances science is making in experiments with the rodent (LIFE, Jan. 27). It is truly enlightening to find that, having flesh like ourselves, he can be burned and blinded when exposed to forces that burn and blind and that, when half dead he can be further harried by cold blasts in a treadmill. It is also heartening to know that he can be sewed together with another of his species and even live that way, crawling about, a monument to man's skill and creative ability. . . .

CATHERINE S. GOODNOW

Greenbush, Mass.

CONTINUED ON NEXT PAGE



Your eyes
tell you...
what
your skin
has
always
known

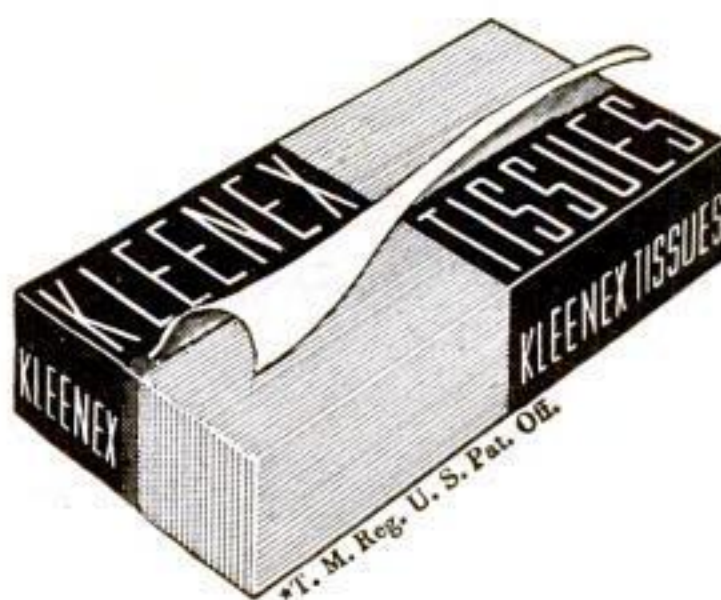
There is only one Kleenex

Hold a Kleenex* Tissue up to a light! You won't find lumps, or weak spots. You'll see Kleenex *quality* come smiling through! Each tissue always the same . . . with that special quality of softness . . . strength . . . you *depend* on in Kleenex, your favorite of all tissues.

And only Kleenex gives you the Serv-a-Tissue Box. You pull a *Kleenex* Tissue, and up pops another!

America's Favorite Tissue

Liked best in a nation-wide survey
by 7 out of 10 tissue users.





All stockings aren't Nylons!



All adhesive bandages aren't BAND-AID*

BAND-AID IS MADE ONLY BY Johnson & Johnson



Any tiny cut or blister can become infected. Never take a chance!

Cleanse the hurt properly. Then put on a BAND-AID Adhesive Bandage. It comes to you sterile; keeps out dirt; helps prevent infection, avoid irritation.

3 out of 4 families use BAND-AID Adhesive Bandages. Four times as many doctors recommend BAND-AID as any other adhesive bandage.

Keep one box at home—one at work.

*BAND-AID is the registered trade-mark of Johnson & Johnson for its adhesive bandage.

LETTERS TO THE EDITORS

CONTINUED

Sirs:

In the Hell scene of *Man and Superman* (1903) Shaw's Devil states: "I have examined Man's wonderful inventions. And I tell you that in the arts of life man invents nothing; but in the arts of death he outdoes Nature herself, and produces by chemistry and machinery all the slaughter of plague, pestilence and famine. The peasant I tempt today eats and drinks what was eaten and drunk by peasants of ten thousand years ago; and the house he lives in has not altered as much in a thousand centuries as the fashion of a lady's bonnet in a score of weeks. But when he goes out to slay, he carries a marvel of mechanism that lets loose at the touch of his finger all the hidden molecular energies, and leaves the javelin, the arrow, the blowpipe of his fathers far behind. . . . There is nothing in Man's industrial machinery but his greed and sloth: his heart is in his weapons."

Your two-faced conclusion to this article states that by such experiments, "Clinton hopes to find fundamental information to help solve biological mysteries like cancer." Please! Give me the cancer.

SIDNEY S. SIEGEL

Cicero, Ill.

Sirs:

The conceit of so-called humans is horribly displayed in your laboratory story on rats. We yell for aspirin for a headache, the needle for removing a splinter and we put rats and guinea pigs through unmentionable tortures "to save human lives."

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LAWSON E. MILLER

Los Angeles, Calif.

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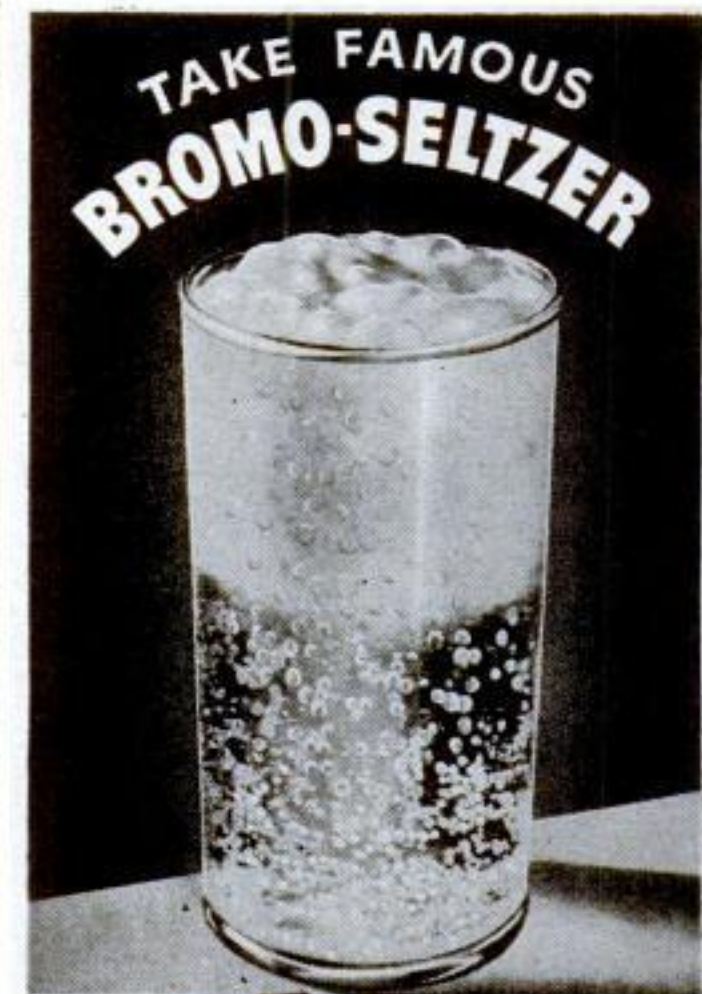
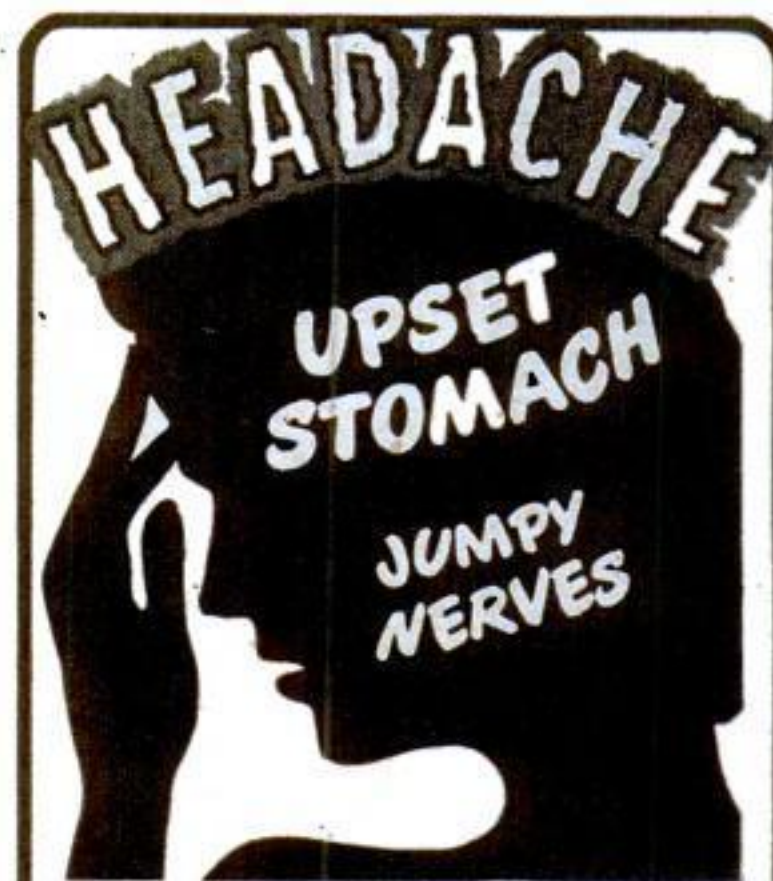
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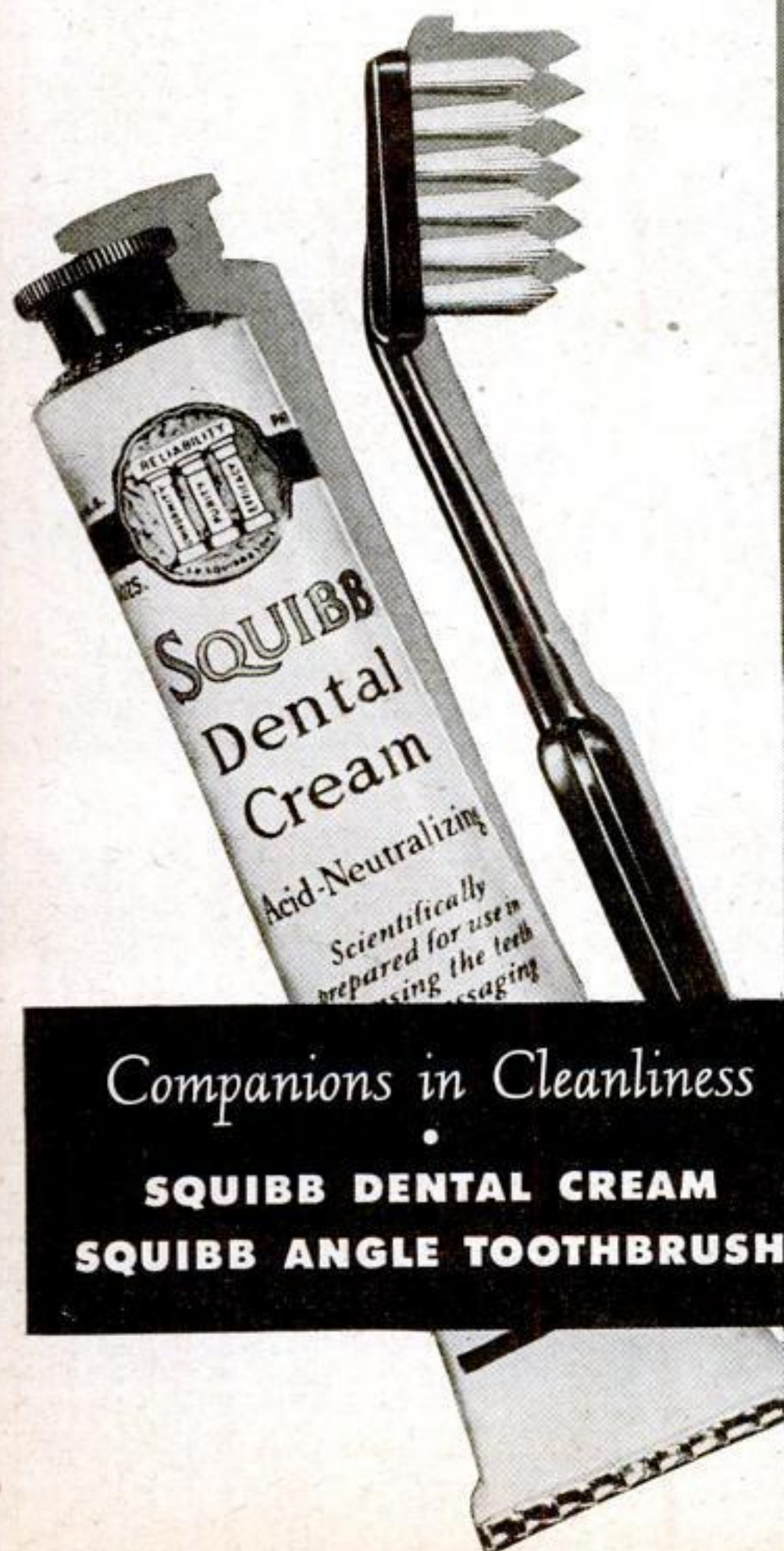
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Miss Nancy Valentine, beautiful Powers Girl well on the road to Hollywood Stardom, washes her hair with glorifying Kreml Shampoo

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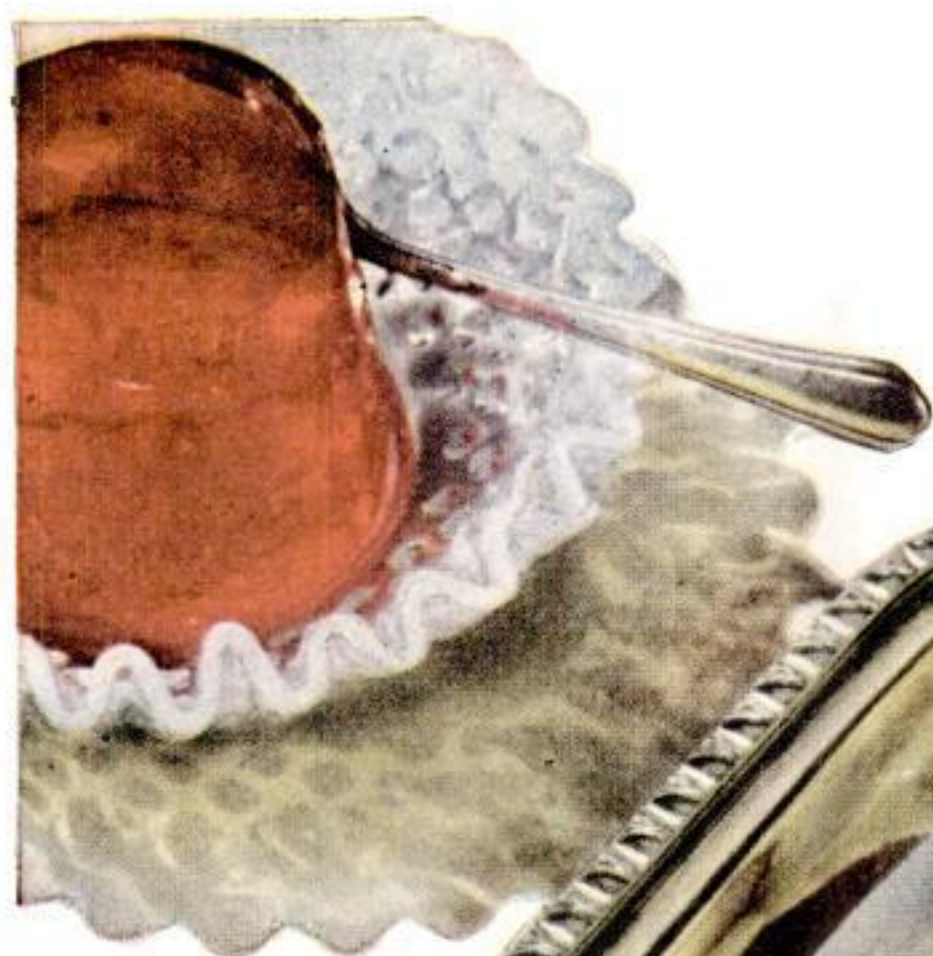


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It's sugar-cured the slow, sure way
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Tender Smoked


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*For new and interesting bacon recipes, write Marie Gifford, Dept. 37,
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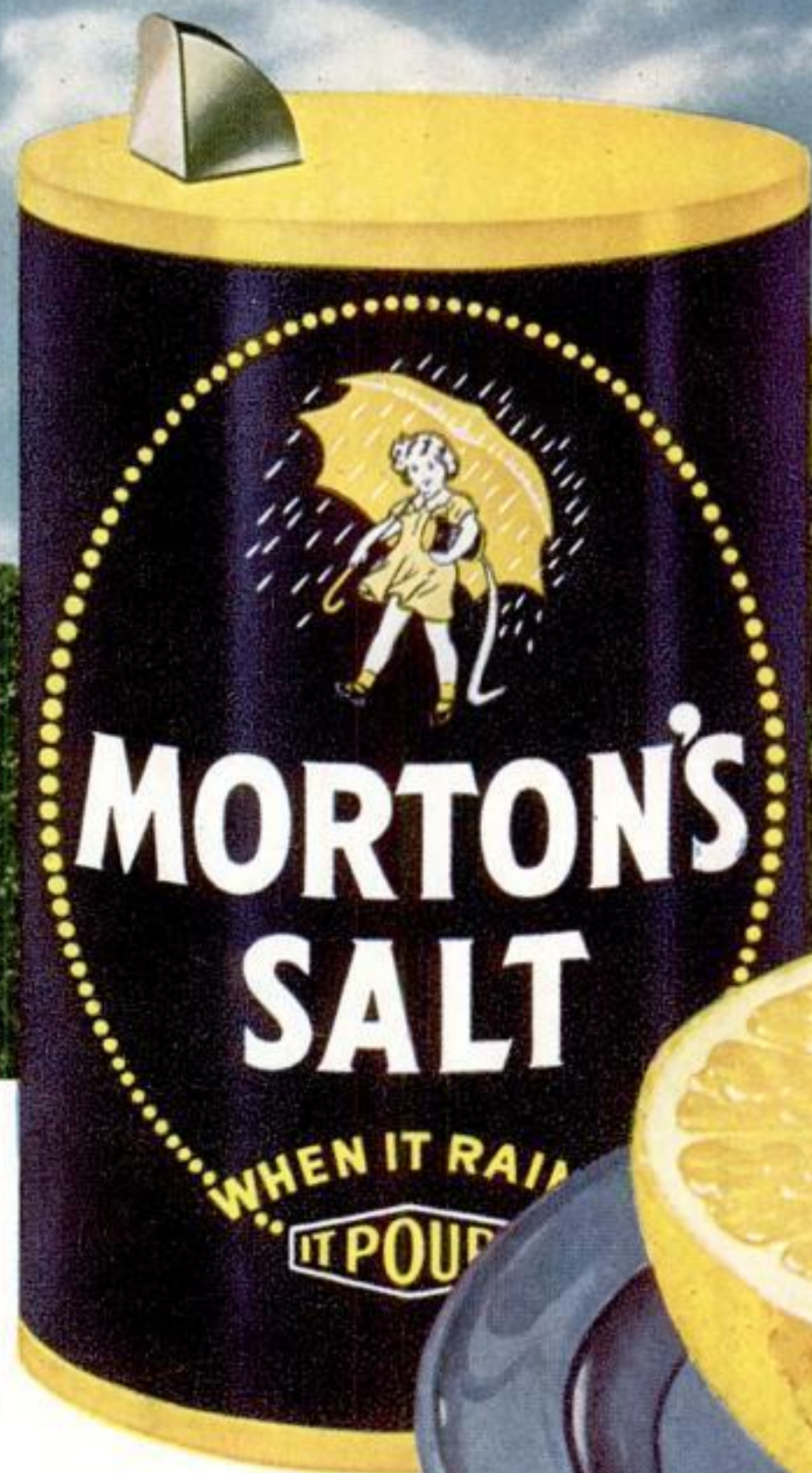


In either package, the same fine bacon.

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Where and by whom this business of putting salt on grapefruit was started isn't definite. Some say Florida citrus growers discovered that cool, smooth Morton's Salt made extra flavor bloom on the tongue. Now, more and more people give their grapefruit, or their glass of grapefruit juice, a sprinkle of Morton's—whether they use or have sugar, or not! Try Morton's Salt—plain or iodized—on your next grapefruit and learn how in this use, as in many others, this salt that costs only a few pennies pays rich rewards of tasty flavor. You can afford to use Morton's Salt for every kitchen and table purpose. Right now, food dealers the land over are featuring grapefruit and Morton's Salt in the familiar little-girl-under-umbrella package that reminds you "When It Rains It Pours". Always say "Morton's" before you say "salt".



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**When it rains
it pours**



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LIFE'S COVER

Nance Stilley, the girl on LIFE's cover, has been water-skiing for four years. Like all water skiers, she has taken frequent spills, has never been seriously hurt. Her most terrifying experience on skis came on a high jump when she suddenly looked down between her skis to find her skiing partner cutting across beneath her. With a scream and a lurch she managed to miss him, landed safely. Nance is 5 feet 5 inches high, weighs 105 pounds, sings soprano in an open-air performance every Sunday and owns 20 bathing suits supplied by manufacturers who like the way she wears them.

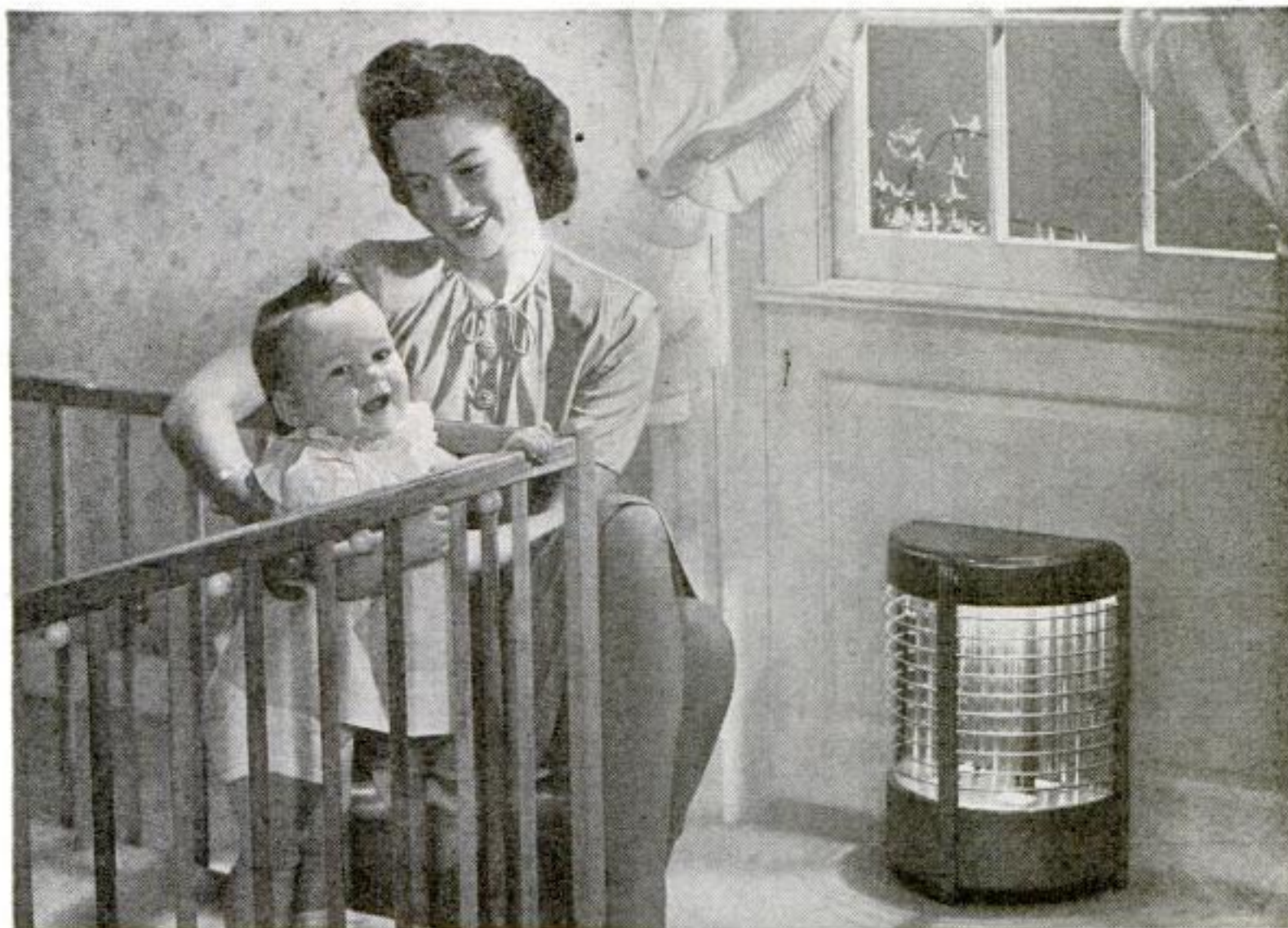
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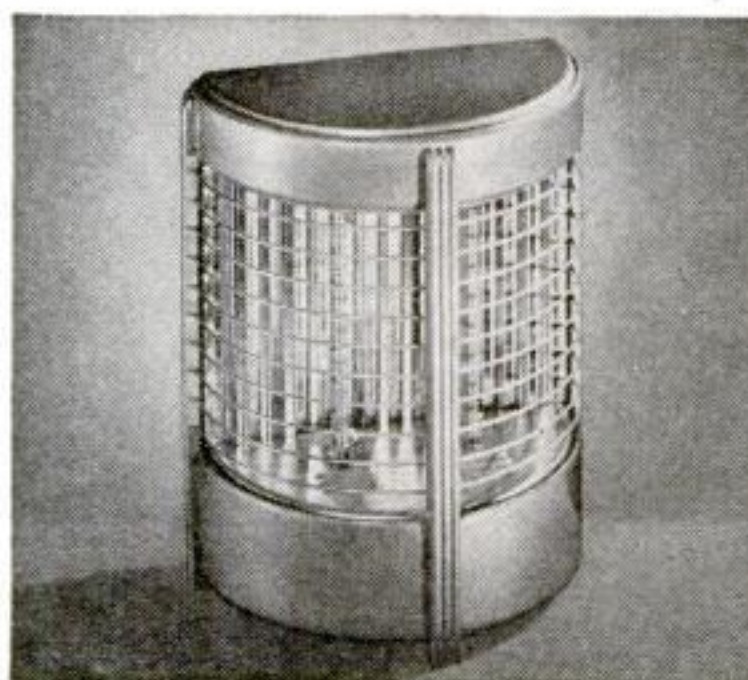
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3. You can turn off your central heating plant at the first sign of spring.

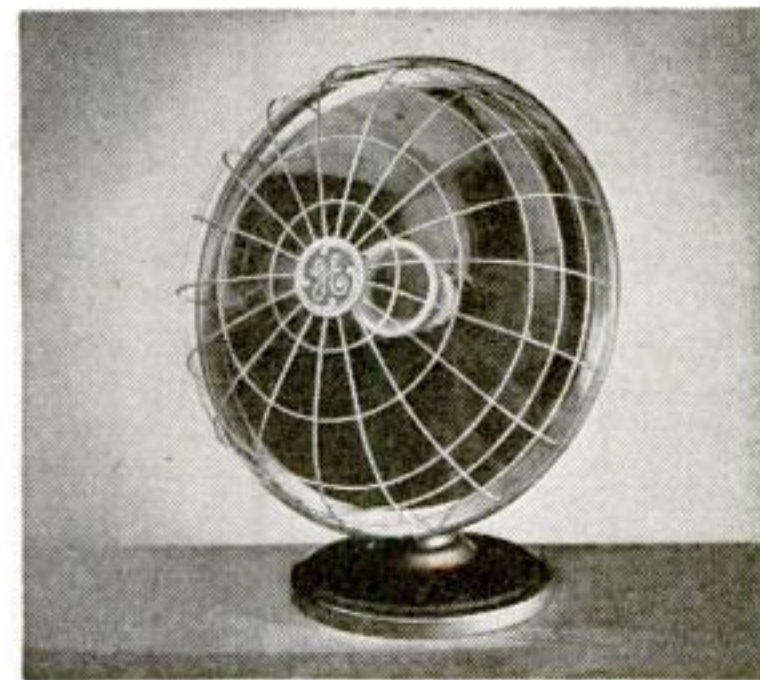
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HAS A SENSATIONAL
NEW ALBUM BY RCA VICTOR!

Hawaiian War Chant ★ Chicago ★ After You've Gone
Boogie Woogie ★ On the Sunny Side of the Street ★ Opus No. 1
Embraceable You (featuring Jo Stafford and the Pied Pipers)
Somewhere a Voice is Calling (featuring Frank Sinatra)

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"WE'RE CELEBRATING
TOMMY DORSEY WEEK!"

The entire week starting February 24th is dedicated to Tommy. Join the celebration by getting his new album of "All Time Hits." These are his most requested numbers!

"...MORE SWELL RECORDS BY TOMMY!"

"AT SUNDOWN" and "TO ME."
Both are from "The Fabulous Dorseys."
Record 20-2064, 60¢.

"GETTING SENTIMENTAL" with
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White Lies, others. P-80, \$3.15.

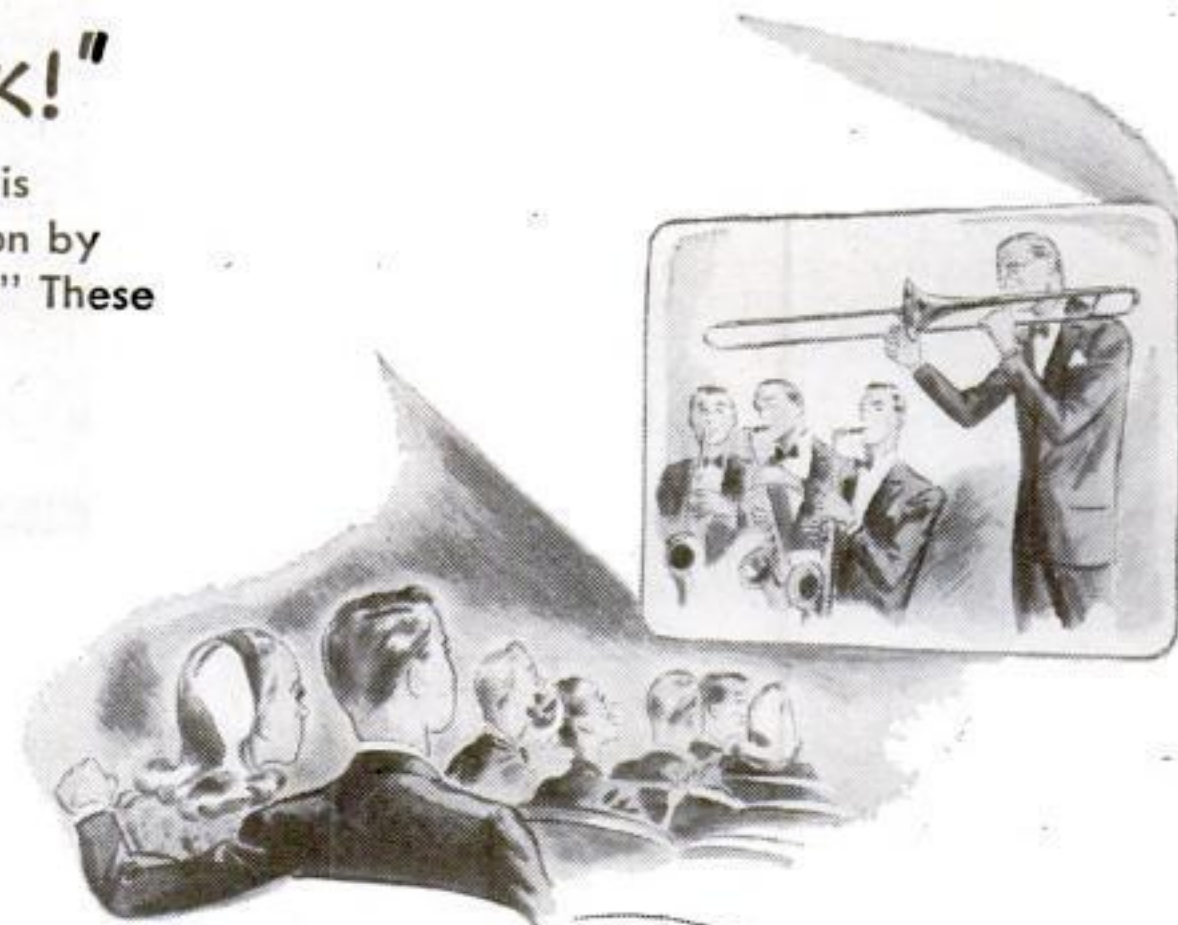
"SHOWBOAT." Includes Ol' Man
River, Can't Help Lovin' dat Man, Bill,
Why Do I Love You?, Make Believe,
I Still Suits Me, others. P-152, \$3.15.

"TOMMY DORSEY, 'STARMAKER'."
Includes Everything Happens to Me,
Swing High, None but the Lonely Heart,

Will You Still Be Mine?, Swingin' on
Nothin', others. Featuring Frank Sinatra,
Jo Stafford, Connie Haines, Ziggy
Elman, Buddy Rich, Sy Oliver, The Pied
Pipers. Album P-150, \$3.15.

Naturally—on RCA Victor Records!
Two "exclusives"—Victor's billion-rec-
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—make music sound so natural on RCA
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them on a Victrola* radio-phonograph.

All prices are suggested list prices, exclusive of taxes
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SEE "THE FABULOUS DORSEYS"

You'll enjoy this new Charles R. Rogers movie
about the Dorsey brothers, in which they play
themselves. After you see it, you'll want Tommy's
new album more than ever! Ask for P-163, \$3.15.

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS





IN HIS THRONE-LIKE CHAIR, which oil company had arranged for him, King Ibn Saud sits beneath his circular coat-of-arms bearing desert palm tree and crossed swords. With him (left to right) are oil company executives, Thomas V. Stapleton and James MacPherson who were hosts, an Arab interpreter (*squatting*) and courtiers.

IBN SAUD VISITS AMERICAN PARTNERS

Last month His Majesty Abdul Aziz Ibn Saud, King of Saudi Arabia, the dominant figure in the Middle East and the most powerful absolute monarch on earth, paid a royal visit to the West without ever leaving his own country. The occasion was an elaborate goodwill party given for the king by the U.S.-owned Arabian-American Oil Company to show off their mutually owned oil boomtown of Dhahran. In the five days of his visit the king shattered age-old customs by flying most of his court cross-country, receiving unveiled American women (pp. 26-27) and joking with American children.

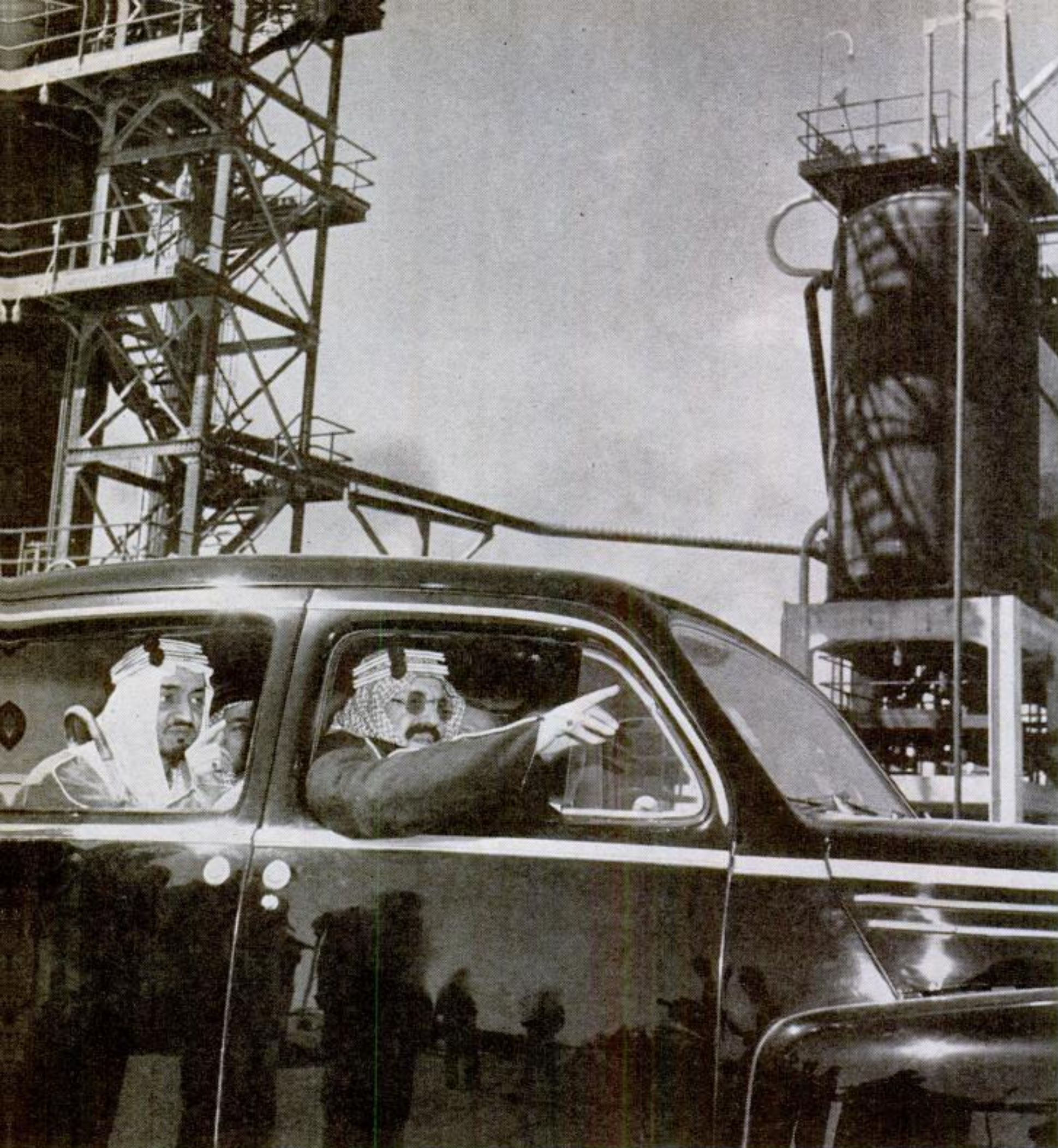
King Ibn Saud has good reason for his gracious joviality. The oil company is developing a once

barren area in Saudi Arabia into one of the world's greatest producers of oil. It is now pouring out 200,000 barrels a day, on which the king receives a royalty of 22¢ a barrel. This amounts to \$44,000 a day and has become the king's chief source of income, eclipsing even the contributions of the Moslem pilgrims to Mecca.

At the same time the oil company, owned by The Texas Company and The Standard Oil Company of California, had good reason to be the gracious host. The 440,000 square miles which Ibn Saud rented to them in 1933 will bring huge profits in the near future. It is strategically located in the northeast corner of Saudi Arabia, midway between the conflicting interests of the East and the

West. To make it an oil-producing center the company has invested \$200,000,000 and converted it into a modern industrial principality, complete with air conditioning, refrigerators and imported food to make life bearable for the workers from the U.S. Although it has been in operation only since 1945, it is already the biggest single producer for the oil-powered U.S. Navy. But the land still belongs to Ibn Saud.

Because of the mutual necessity of maintaining such a fruitful partnership between East and West, the efficient businessmen and the half-blind, 67-year-old king vied with each other last month in manifestations of goodwill. For some of the bizarre effects of these amenities, see the next four pages.



ON TOUR OF OIL FIELD KING IS ASSISTED BY FINANCE MINISTER IN POINTING OUT SIGHTS



IBN SAUD (CENTER) EATS WITH FINGERS AT BANQUET FEATURING WHOLE SHEEP

KING'S VISIT IS ONE ROUND OF GREETINGS, SIGHTSEEING AND MEALS OF WHOLE SHEEP

From his desert capital at Riad, Ibn Saud made the trip by plane. With him went 13 of his 40 sons and enough courtiers to fill six DC-3s including the king's own plane which had been given him by President Roosevelt. Awaiting His Majesty at Dhahran was the American minister to Saudi Arabia, Rives Childs, who greeted the monarch with a silk-hatted formality that made Arab bystanders gape with amusement.

The royal party was whisked off by motor caravan (below, left) for a tour of the new installations, a round of festivities and a sumptuous banquet (top center) given by a neighboring sheik, which included a whole roast sheep and roasted hump of young camel. Then the oil company gave a return banquet at which the king ate chicken, roast beef, steamed corn and all the trimmings of an American-style dinner.

GUARDED BY ARMED JEEPS, THE KING'S SEDAN LEADS THE MOTOR CARAVAN FROM DHAHRAN AIRPORT TO THE OIL BOOMTOWN. THE PERSIAN GULF IS IN THE DISTANCE





ROAST SHEEP (FOREGROUND). U.S. MINISTER CHILDS SITS NEXT TO KING



HOST WAS THE LOCAL SHEIK, WHO INSPECTED TABLES BUT, AS CUSTOMARY, DID NOT EAT

On the sightseeing trips (top left) Ibn Saud was shown countless oil wells, refineries and other innovations which, in the long run, may bring even greater changes to his medieval kingdom. One was the \$3,000,000 U.S. Army-built airport. Another was the rows of brick dormitories built for Arab workers. The oil company not only provides modern housing for natives but also gives a fixed occu-

pation and wages to a people which has always been impoverished and nomadic. Just how the Arabs will eventually react to such modernization even Ibn Saud does not yet know. But the king himself quickly indicated how His Majesty reacts to customs of Western civilization. Politely he refused to occupy a proffered guesthouse and spent the night, guarded by desert tribesmen, in a simple six-room tent.



TURBANED KING PRECEDES TOP-HATTED DIPLOMATS

ARAB WORKERS' HOUSES AND DORMITORIES NEAR REFINERY (BACKGROUND) ARE GROUPED AROUND MOSQUE (CENTER). AMERICAN SETTLEMENT IS 30 MILES TO THE SOUTH





PRECEDENT IS BROKEN as Ibn Saud receives unveiled American woman and her baby. King enjoyed this informal reception more than anything else on tour.

HE BREAKS PRECEDENT TO RECEIVE WOMEN

During his visit the king saw two movies (one on oil production, one on horses), dined in the oil company mess, inspected the U.S. Navy tanker *Cimarron* which had come in from Guam for a load of Arabian oil and received gaily clad tribesmen who wandered in from the desert to see their liege lord. But from the point of view of the Arab world the most precedent-shattering occurrence of the tour was the treatment the king accorded to women. In his lifetime Ibn Saud, who has fathered 40 sons and innumerable daughters, had granted audience to only 12 foreign women, all of them heavily veiled. On this trip he gazed benignly through his dark glasses upon the unveiled faces of scores of American women whose husbands and brothers are oil company employes and thus work in part for His Majesty. The women crowded about for presentation at his tennis-court throne (right) and even brought along their children to gambol at the king's feet. Old Arab hands were quick to sense that this remarkable event might be the beginning of the end for an ancient Arab taboo. The word was sure to spread quickly through Saudi Arabia: Ibn Saud, who holds the power of life and death over his 6,000,000 subjects, is now ready to receive women with unveiled faces.



YOUNG CAMERAMAN, Charles Rodstrom, son of oilworker, photographs king's bodyguard. Camera fans had field day when the king proved to be a willing subject.



CHILDREN ARE RECEIVED on oil company's tennis court. The king was enthroned on a dais with a plate of fig newtons before him, which he munched during the afternoon.



Relishing the scene hugely, he nodded to the wives and laughed with children, permitted himself to be photographed by anyone. Among the goggle-eyed children, however,

some confusion was created by Ibn Saud's beard, robes and regal appearance. "Boy, oh boy," said one youngster. "There's Santa Claus. Why doesn't he give me something?"

DEMOCRACY

THE MEANING AND APPLICATION WE GIVE THE WORD WILL DECIDE OUR SURVIVAL

There are all kinds of definitions of democracy: Plato called it "a charming form of government, full of variety and disorder, and dispensing a sort of equality to equals and unequals alike." A Washington reporter once called democracy "the hole that lets the sawdust out of the stuffed shirt." The communists, to our regret, have their own definitions. And last week David Lilienthal stood up in before the Joint Congressional Committee on Atomic Energy and ad-libbed *his* in a way that thrilled the whole nation. It seems to be a time for such definitions, for getting things clearer in our heads.

Lilienthal was being badgered by old Senator McKellar, the Crump-machine front man whose patronage forays Lilienthal had long fought off in TVA. McKellar was taking his revenge by calling Lilienthal a communist, which he is not. In the course of saying that he isn't, Lilienthal delivered himself as follows:

"... The fundamental tenet of communism is that the state is an end in itself and that therefore the powers which the state exercises over the individual are without any ethical standards to limit them. That I deeply disbelieve. . . . [But] it is very easy to talk about being against communism. It is equally important to believe those things which provide a satisfying and effective alternative. . . .

"Traditionally democracy has been an affirmative doctrine rather than merely a negative one. I believe—and I do so conceive the Constitution of the U.S. to rest upon, as does religion—the fundamental proposition of the integrity of the individual; and that all government and all private institutions must be designed to promote and to protect and defend the integrity and the dignity of the individual; that that is the essential meaning of the Constitution and the Bill of Rights. . . ."

Greek Word for It

He said this and more, so forcefully that there was a long silence. But the next day Senator McKellar came back with a dictionary and pointed out that Lilienthal had gone a good way off the lexicographers' reservation. Apparently all that democracy (from the Greek *demos kratos*) means to him is Webster's "the people rule."

But even the Greeks ventured ahead of that limited definition. The oration of Pericles at the funeral of those who had fallen in the first year of the Peloponnesian War is a classic picture of Athenian democracy at its zenith:

"... It is true that we are called a democracy, for the administration is in the hands of the many and not of the few. But while the law secures equal justice to all alike in their private disputes, the claim of excellence is also recognized; and when a citizen is in any way distinguished, he is preferred to the public service, not as a matter of privilege but as the reward of merit. Neither is poverty a bar, but a man may benefit his country whatever be the obscurity of his condition. There is no exclusiveness in our public life, and in our private intercourse we are not suspicious of one another nor angry with our neighbor if he does what he likes. . . ."

That is a definition of Athenian democratic government; it is also a description of a great way of life. Yet at the very moment Pericles was thus speaking, the curtain, according to the

historian, Arnold Toynbee, was beginning to fall. He dates the decline of Hellenic civilization from the Peloponnesian Wars and attributes it to the failure of Athens to create a world order that would transcend parochial sovereignty or, as we would say, nationalism. Restrictions on trade and failure to provide a "one world" of commerce were a prime cause of the Athenian "time of troubles."

Aspirations

Pericles was describing in idealized terms the accomplished facts of Athenian democracy. The best definitions of democracy are not descriptions of what has been done but statements of aspirations, like our Declaration of Independence. And the best definitions are not limited to one group or people or nation but are of universal application: "... all men are created equal . . . they are endowed by their Creator with certain unalienable Rights . . . among these are Life, Liberty and the pursuit of Happiness. . . ."

The highest aspirations of Jefferson are not yet realized. He even saw his original strictures against slavery edited out. But four score years later Lincoln said, "As I would not be a slave, so I would not be a master. This expresses my idea of democracy. Whatever differs from this, to the extent of the difference, is no democracy." Even today the Negro has only a limited democracy among us, and there are other forms of bondage still to be overcome. But we have come far. We have fought off two deadly attempts in this generation to pull down the curtain. And today we proffer our democracy to the world. It is our alternative to parochial sovereignty.

But are we energetic enough about it? Do we correctly estimate today's challenge and do we rightly measure the opportunity, or are we as blind and self-satisfied as the Athenians? Finally, are we sure of our product and what it is?

The "Common Cause" Definition

There is definite value in keeping our definitions of democracy up to date, provided each new definition affords room for growth. That is the useful thing about the definition given recently by a movement called Common Cause. A dozen educators and experts in public affairs worked on this for two years. Here is a summary:

"Democracy means personal worth: Every human being is precious in his own right and is always to be regarded as an end, never as a means merely. . . . The State is made for man, not man for the State. Here is the foundation of all humane conceptions of life and the ultimate source of the other articles of our faith.

"Democracy means freedom: All men should participate actively in selecting leaders, in shaping the laws and in discharging the responsibilities of government. Every man should be free to think and speak, to write and create, to approve and criticize, to assemble and organize, to choose an occupation, to move from place to place, to improve his condition, to worship God as he chooses, to follow the dictates of his conscience, to pursue in his own way truth and happiness. . . . Freedom is the ancient, eternal and implacable foe of totalitarianism and every

form of tyranny over the bodies and minds of men.

"Democracy means equality . . . recognizes no races, castes or orders commissioned by God or qualified by their own attributes to exploit, govern or enslave their fellow human beings.

"Democracy means rule of law: The structure and functions of government should be clearly defined in constitutional provisions; the entire political process of elections, legislation, administration and judicial decisions should be conducted according to rules and principles freely established by the people. All individuals and minorities should be protected in their rights and liberties against the passion of mobs, the vengeance of party, the power of privilege, the tyranny of police, the caprice of officials, the ambitions of madmen and the arbitrary invasions of government.

"Democracy means public morality: It means elementary standards of decency in the conduct of all public affairs. . . . Without mutual trust and charity society itself must fall into decay and dissolution.

"Democracy means individual opportunity: It means a mobile and progressive society in which any man can make his way according to his own talents, inclinations and beliefs—a society which makes available to all an abundance of opportunity in work, in health, in education, in social relationships, in human enlightenment, in all the arts and sciences of life.

"Democracy means individual responsibility: All men should be disciplined by a sense of common brotherhood, a devotion to the general welfare and a love of truth and justice. If [men] employ their liberties merely to further their own selfish interest, if they are callous to wrongs and inequalities, if they are indifferent to the public good, they will surely sink back into bondage. Democracy surpasses all other social systems in its demands on the time and energy, as well as the virtue and understanding of the citizen. . . ."

Our Job

Well, there we are. Certainly it is not a definition having geographical boundaries. It is offered for universal application from the New World where the fortuitous coming together of men seeking religious freedom, political liberty and economic opportunity has resulted in our present accomplishment. Yet many reading this definition will realize that it is not an exact statement of what we have. It is, in large measure, a revelation of our present aspirations. We shall survive and history shall judge us on how well we fulfill these applications. Let us look to it.

PICTURE OF THE WEEK: ➡

On Feb. 1 a Chicago janitor, making his evening rounds, stopped short outside a safe-deposit building. He cocked a wary ear, heard the whir of a drill, hastily called the police. Within a few minutes 70 of them were staging a cops-and-robbers battle all around the building. Policeman Arthur Olson, gashed on the jaw by flying glass, was photographed as he kept right on shooting (*opposite*). When the battle was over 45 minutes later, two other policemen were wounded. Of the five robbers who had been trying to crack the safe-deposit vaults, three were captured. The other two were dead.



WOUNDED IN JAW, COP SHOOTS IT OUT WITH THUGS
SURPRISED WHILE ROBBING SAFE-DEPOSIT VAULTS



A PALL OF ICE FOG hangs somberly over Ladd Field near Fairbanks although it is high noon. This fog is caused when combustion vapors from airplane engines and

barracks stoves rise and freeze in the air above. The wooden barracks once housed Russian fliers who stopped over at the field while ferrying Lend-Lease planes to Siberia.



PARACHUTE TROOPS FIND CARRYING HEAVY EQUIPMENT IN 30-INCH SNOW EXHAUSTS THEM IN SHORT TIME. EVEN MOVING A MACHINE GUN 500 YARDS WORE THEM OUT

U.S. ARMY CONDUCTS ARCTIC OPERATIONS

men prove stronger than matériel

Last week, in the bitterest winter Alaska has seen since 1930, the U.S. Army was engaged in a series of operations testing both its men and its equipment against glacial cold. Task Force Frigid near Fairbanks tested them against dry cold, Task Force Williwaw in the Aleutians against wet cold. Meanwhile throughout Alaska the Army Air Forces continued their experiments with arctic flying and rescue methods. Because the Army believes that it will prove more efficient to adapt regular GIs and regular equipment to arctic weather rather than to design and train special units, these operations pro-

jected unacclimated personnel into the Alaska winter. In that breathless cold, lubricants congeal into wax. A deep breath can sear a man's respiratory tubes, drawing blood. Before the motors of an airplane will start, they must be warmed by heaters, and the heaters themselves sometimes must be started with blowtorches. At Ladd Field, near Fairbanks, where Task Force Frigid was based, temperatures averaged 45° below zero. In that kind of weather seasoned Alaska sourdoughs know enough to hole up. But the Army maneuvered in it all winter, with at least moderately satisfactory results (*next page*).



TASK FORCE WILLIWAW learned that when tanks such as the 20-ton M-24 (*left, foreground*) and 46-ton Pershing (*behind it, left*) break through the tundra's frozen sur-

face like this, five to 100 manhours are required to free them. Most tanks had to stay on the roads. Weasels (*center*), and the amphibious cargo-carriers (*foreground*) did better.



AT 55° BELOW a staff sergeant prepares to don snowshoes. Stove dries socks and warms hands, vital operations

at temperatures in which a man soon becomes "cold-soaked," reducing his own temperature to a perilous 96°.



SIGN contradicts common GI assumption that there is always "the right way or the Army way" to do things

U.S. HAS MUCH TO LEARN ABOUT WAR IN THE ARCTIC

In Moscow, the Communist party's newspaper, *Pravda*, strongly disapproved of the U.S. military operations on the other side of the North Pole. "Not so much defensive in character as offensive," it sniffed recently. Had a *Pravda* reporter seen what LIFE Photographer George Skadding and Correspondent Garry Underhill saw of Task Force Frigid, he might have filed a reassuring story to his city desk. Task Force Frigid, with 1,142 men, was the largest of the ground operations. But it was still minuscule in comparison with actual European cold-weather operations during World War II. Nevertheless it served to demonstrate how much the U.S. does not know about arctic warfare. In the thin, lunar atmosphere powder generates lower pressures, and shells burst uncertainly, often fall short. To achieve a range of 6,800 yards gunners must set their sights for 7,700 yards. Tires deflate, then freeze in flattened shape. Unequal contraction makes the moving parts of radar aerials stick tight. Still there were some encouraging results. The "buddy system," whereby soldiers are paired off to keep an eye on each other for signs of frostbite or exhaustion, worked so well that not a nose nor an ear was lost. Adaptability of troops seems possible. The big problem now to be solved is adaptability of machines.



RESCUE OPERATIONS are demonstrated near Anchorage. Downed fliers have set up their survival equipment, tents (right) and supplies are being parachuted to them.



DOG TEAMS are used by Army rescue units, as are helicopters, ambulance weasels. They work fast. Experience shows green personnel may last only four hours in that cold.

GI LOOKS AT THERMOMETER SHOWING 42° BELOW.
ACTUALLY IT WAS 62° BELOW BUT HE BROUGHT
THERMOMETER UP 20° JUST BY STANDING NEAR IT





HER DAYS OF GLORY WITH MUSSOLINI FAR BEHIND HER, AN OLDER AND SADDER MAGDA FONTANGES LISTENS TO READING OF ESPIONAGE CHARGES, AGAINST HER



MILITARY TRIBUNAL of nine officers and three civilians (*center, rear*) heard the prosecuting attorney (*white-haired man at left desk*) accuse Magda of working for the Gestapo in Marseille, Paris and Brussels. Because of Magda's lurid past, Paris reporters and

photographers crowded the courtroom so badly that admission was by special pass only. The defense lawyer, seated at right behind Magda, insisted that she was being persecuted now because of her love affair 10 years ago. Only one witness appeared in her defense.

DUCE'S OLD FLAME CONVICTED AS SPY

**A \$42-a-month Gestapo agent gets
sentence of 15 years at hard labor**

In a drab Bordeaux courtroom last fortnight a haggard, once attractive woman of 37 was convicted of wartime espionage and collaboration with the Gestapo. Among all the countless others her case would have passed unnoticed had it not been for the fact that 10 years ago the defendant, Magda Fontanges, had caused a titter heard round the world. Then a vibrant, ambitious newspaper reporter, Magda Fontanges had shot and slightly wounded Count Charles de Chambrun, the French ambassador to Rome, accusing him of breaking up her love affair with Benito Mussolini. Although the Italian dictator kept silent, Magda had quoted Il Duce in her diary as saying that after an hour of love with her "Ethiopia no longer means anything to me." At that time the boastful, unrepentant Magda was convicted of wounding de Chambrun, but she got off with a 100-franc fine and a suspended sentence.

But her latest trial, before a solemn military tribunal, ended with a much graver penalty. Her crime: betraying members of the French underground to the Nazis, selling her services as a spy. Her price: \$42.50 per month plus expenses. For these acts of treason Magda was sentenced to 15 years at hard labor. "My only regret," she said, "is that I wasn't hanged with the Duce instead of his last mistress, Clara Petacci."



BECAUSE ILLNESS HAS WEAKENED HER, MAGDA RECEIVED SPECIAL PERMISSION TO SIT DOWN WHILE TESTIFYING



AS ART STUDENT Magda got little notice although her father was a reputable painter. As a newspaperwoman, 10 years later, she met Mussolini on assignment in Rome.



AT FIRST TRIAL Magda's attorney, René Floriot, shown with her in court in 1937, got her off with a light sentence because she had no previous criminal record.



AT SECOND TRIAL Floriot, who had also been the attorney for Dr. Marcel ("Bluebeard") Petiot, defended her again. But this time the evidence was overwhelming.



GOVERNMENT-OWNED POTATOES, PILED HIGH IN FARMERS' FIELDS AND COMMENCING TO ROT, ARE SPREAD ON THE GROUND TO BE PLOWED UNDER AS FERTILIZER

COLD POTATOES

**U.S. tries to dump a hot problem
by destroying \$18,000,000 worth**

Last year, because it was bound by law to support the price of potatoes at a level profitable for farmers, the U.S. government spent \$80,000,000 to buy part of 1946's bumper crop. Last month, because its rotting tons of cold potatoes were turning into a hot problem, the government issued an order: dump them. Last week the scene above took place near Grand Forks, N.Dak. as part of the government's 20,000,000 bushels of potatoes were

spread on the ground as fertilizer. Distillers, who make alcohol from potatoes, had already bought all they could use. Schools and hospitals had already accepted, free of charge, all they could swallow. Starving Europe did not want potatoes because refrigeration, dehydration and shipping were too expensive. So farmers dumped them. Meanwhile, because of transportation and handling costs, potatoes in New York City were retailing for \$2.50 a bushel.

A honey of a breakfast—hot or cold!

these golden-good biscuits of hearty whole wheat



One of the many fine foods
baked by Nabisco
National
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Company

HOT! Put Nabisco Shredded Wheat in a strainer, pour on salted boiling water, drain. Serve with maple syrup and cream. In 10 seconds you have a delicious hot breakfast—as nourishing and satisfying as “cooked” cereal without the bother! You’ll love its natural whole-wheat flavor—so honestly good you can enjoy it every day without tiring. Nabisco Shredded Wheat is your basic cereal, as important in your pantry as bread—because you can serve it so many ways!

COLD! Break up 2 Nabisco Shredded Wheat biscuits. Serve with sliced bananas, sugar and top-milk. A hearty start for a happy day! Yes, Nabisco Shredded Wheat’s a honey of a breakfast—any way you eat it! The original Niagara Falls product!



*Delicious, ready to serve....
yet as nourishing as a hot cereal*



Great idea, but—

IT WOULD BE A GREAT IDEA if we could whisk a superbly delicious Four Roses Cold Toddy off to you by air mail special delivery! But . . .

We're sorry to say that it's just one of those fond dreams that could never, never work out. So, if you'd like to savor the magnificent smoothness of a "Roses Toddy," we suggest you simply make one for yourself.

Here's the easy recipe:

1. Into a large Old-Fashioned glass, put $\frac{1}{2}$ teaspoon of sugar and $\frac{1}{2}$ jigger of water.

2. Add 2 ice cubes and pour in a generous jigger of Four Roses.

3. Twist a strip of lemon peel over the drink and drop it in. Stir gently.

We sincerely believe you'll agree—after the first sip—that Four Roses is an incomparable whiskey, with a matchless flavor all its own. Why not try a "Roses Toddy" today?

.

Fine Blended Whiskey—95.5 proof, 40% straight whiskeys 5 years or more old, 60% grain neutral spirits.

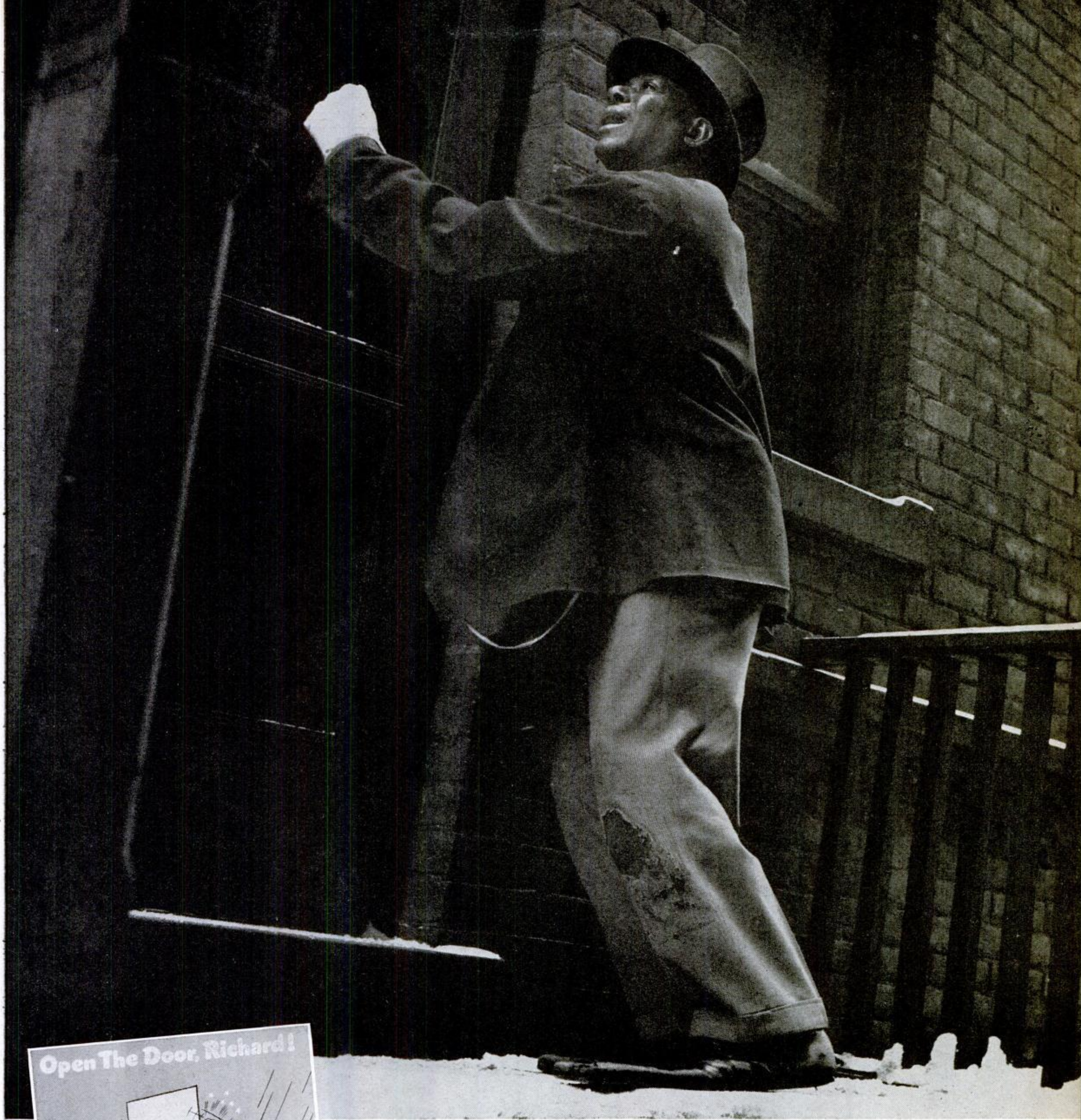
FOUR ROSES

AMERICA'S MOST
FAMOUS BOUQUET



Frankfort Distillers Corporation,
New York City





IN DETROIT THE SONG'S FOSTER FATHER, COMEDIAN CLINTON ("DUSTY") FLETCHER, CALLS RICHARD

"OPEN THE DOOR, RICHARD!"

The U.S., which loves screwball songs (*Mairzy Doats*), catch-phrase songs (*Pistol Packin' Mama*) and knocking or clapping songs (*Deep in the Heart of Texas*), last week hit the crackpot jackpot. *Open the Door, Richard!* (left) has everything. It was born of an ancient burlesque skit involving the late homecoming of a drunk, which Comedian "Dusty" Fletcher has been performing for 20 years to only mildly appreciative audiences. The burlesque theme was set to music by

a swing band one rainy night in Portland, Ore. and was later recorded by a regrettable accident: the band had six minutes of recording time left and nothing to record. Suddenly *Richard* sold nearly 400,000 copies, and the life of every American named Richard became almost intolerable. The swing band composers had their troubles, too: first Fletcher, then Skit Originator John Mason popped up, demanded their cut. Now all of them divide *Richard's* lush income.

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Select the warmth you want—set General Electric Pad at high, medium, or low. Then relax.

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"Richard" CONTINUED



IN THE SKIT on which the song is based woman who lives next door spies Dusty's disgrace. Resignedly he yells, "Yes, this is me and I'm drunk again."



RICHARD, here played by George Vann, comes at last. But in the song he never does though Dusty observes, "I've got his suit on. He's got to be in."

CONTINUED ON PAGE 42

*Never a Love so True....
Never a Ring so Cherished*



For this, love's shining

hour, when the heart seeks some-

thing very special to bestow . . . choose

the imperishable beauty of a genuine registered

Keepsake Diamond Ring. Individually selected by master

craftsmen, each Keepsake diamond flames with pure and lovely light.

Keepsake ring settings are exquisitely crafted to suit the most fastidious taste. Look for the name

"Keepsake" in the ring, and ask for the Keepsake Certificate of Guarantee and Registration. Better

jewelers are Keepsake Jewelers. Prices to \$5000.

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Engagement Ring	450.00	Engagement Ring	350.00	Engagement Ring	600.00	Engagement Ring	500.00
Also \$600 and 750		Also \$100 to 2475		Also \$400 to 3700			
		and in platinum \$300 to 3450		Illustrated in platinum.			
		Available in gold \$675		Available in gold \$675			
B CASTLE Set	262.50	D TIOGA Set	375.00	F HANOVER Set	225.00		
Engagement Ring	175.00	Engagement Ring	250.00	Engagement Ring	150.00		

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Rings enlarged to show details
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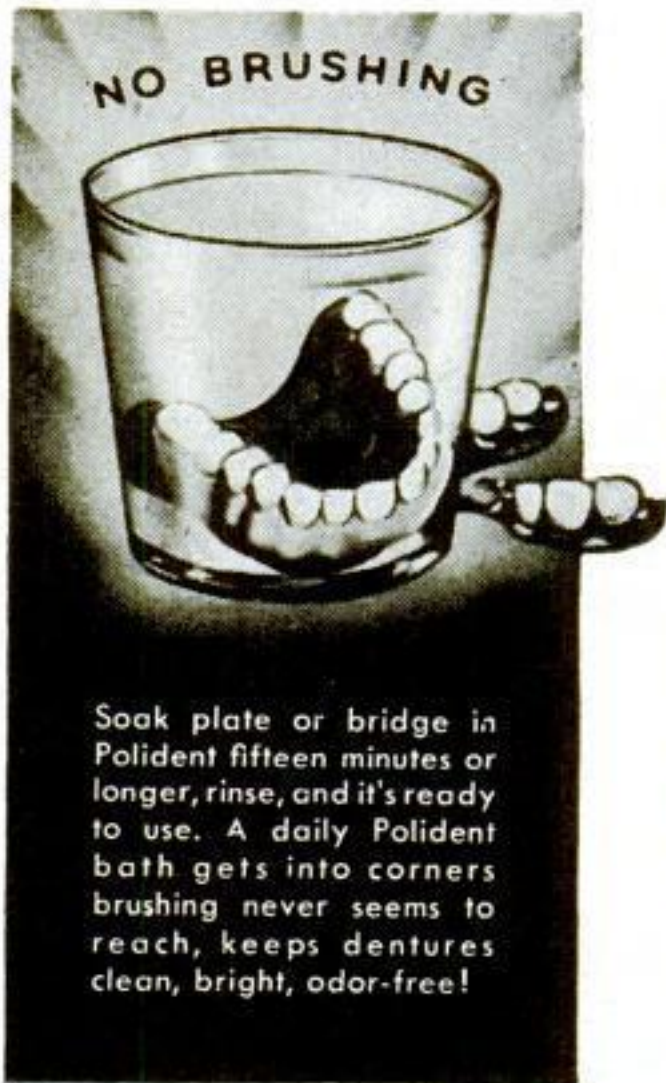
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You can't Brush-Off
DENTURE BREATH



Millions solve this serious social problem
with Polident's positive, soaking action



DENTURE BREATH is a serious social problem. It may make your close presence distasteful to friends or family, and give you away to others who would never guess you wear false teeth. You can't "brush off" DENTURE BREATH!

Brushing dental plates with tooth pastes, powders or soap may scratch delicate plate material, 60 times softer than natural teeth. Food particles and film collect in these unseen scratches—causing offensive DENTURE BREATH!

With Polident there's no brushing, no fear of DENTURE BREATH. Daily soaking keeps dentures sparkling clean, odor-free. Polident is recommended by more dentists than any other denture cleanser. Costs less than 1¢ a day to use. 30¢ and 60¢ at all drug stores.

Use **POLIDENT** Daily
TO KEEP PLATES AND BRIDGES
CLEAN... AND ODOR-FREE!

LOOSE PLATES?

Amazing NEW CREAM Holds
Even Lowers Tight All Day

The makers of Polident have developed a new cream for holding false teeth tight. Its gripping power is so sensational that they guarantee you double your money back if it doesn't hold your plates tighter, longer than anything you ever tried before. If you have used old-fashioned holding

powders and found that you had to apply them three or four times a day, didn't like their taste or messiness, then new Poli-Grip is for you.

Pleasant to use, dainty and economical. With Poli-Grip you can laugh, sing, eat what you want without fear of embarrassment.

Remember Poli-Grip holds plates tight, no matter how they fit.

35¢ and 60¢ tubes at all drug stores.



GUARANTEED BY POLIDENT

"Richard" CONTINUED

Open the door "...."!

It's Richard,
your Valentine,

with:
Miniature Stender by Prince Matchevski, 2.00"
Fanny by Corley, 10.00" and 18.00"
Dark Brilliance by Lenthart, 15.00" and 30.00"
Tangle by Lucien Lelong, 7.50" and 15.00"
Sophisticated Lady by Rene of Paris, 3.00"
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ADVERTISING COPY promptly reflected Richard's presence on the American scene and Opera Star Lauritz Melchior broadcast *Richard* coast to coast.



BEER AD contributes to Richardiana. Authors now plan a sequel, *The Key Is in the Mailbox*. In a second sequel they may marry slumberous Richard off.

What's it Like?



Br-rr-r—it's blowing zero out there!

But, from where you're sitting, it's a wonderful day. You're in a 1947 Nash "600," and Spring is burstin' out all over.

It's the Nash Conditioned Air System at work—keeping you warm as toast, and the air as fresh as a daisy, moisture-free, dust-free—heated automatically.

And that's just one of the wonderful Nash

features that set the pattern for tomorrow.

You don't stop every 200 miles or so to fill the gas tank—not in a Nash "600"! For here's 25 to 30 miles a gallon, at moderate highway speed—in a *big six-passenger car*.

You don't have the rattles and squeaks of the old-type body. An all-welded unitized body and frame eliminates them, and hundreds of pounds of useless weight to boot.

No worry about lodgings, when you can have a Convertible Bed in the back seat.

And *jolts*? Wait till you feel the *immediate* difference in Nash four-wheel coil-springing!

It's a brand new feel to an automobile, that's all. A swifter, easier, more enjoyable way to go. Get acquainted with the 1947 Nash "600," and its running-mate, the Nash Ambassador. Discover what travel tomorrow will be like.

You'll be Ahead with **Nash**

NASH MOTORS DIVISION, NASH-KELVINATOR CORPORATION, DETROIT



Story with a twist

WATERSPOUT OR TORNADO—twisters with a vengeance—are spectacular examples of rotating power transmitted without belts, pulleys, or gears...

The twist in the story is that *useful* power can be transmitted by rotating *oil*—and at that point, enters Shell Research!... Put oil inside a metal housing, spin it with a finned wheel. Then connect its power with wheels, and you can move an automobile through traffic at a snail's pace... or over a superhighway at the speed limit... or up a hill that would balk a donkey...

You have "hydraulic transmission"—the transfer of power without shock or vibration, through a cushion of oil.

Shell Research has a record of being able to improve the qualities of oil for any use. So as the

advantages of hydraulic transmissions were explored by manufacturers in many fields—and oil was required to meet a new set of conditions, never before encountered—Shell scientists were called in. The problems they faced were:

Temperatures may build up to several hundred degrees, or may drop to far below freezing—and under either condition the oil must remain fluid and stable. In some instances rust can make the automatic control inoperative.

Out of new research—and their experience with similar problems—Shell scientists developed special Shell Hydraulic Transmission Oils. They built into oils the new qualities, in the degree needed, for the different types of hydraulic transmissions used in automobiles, marine and industrial power plants.

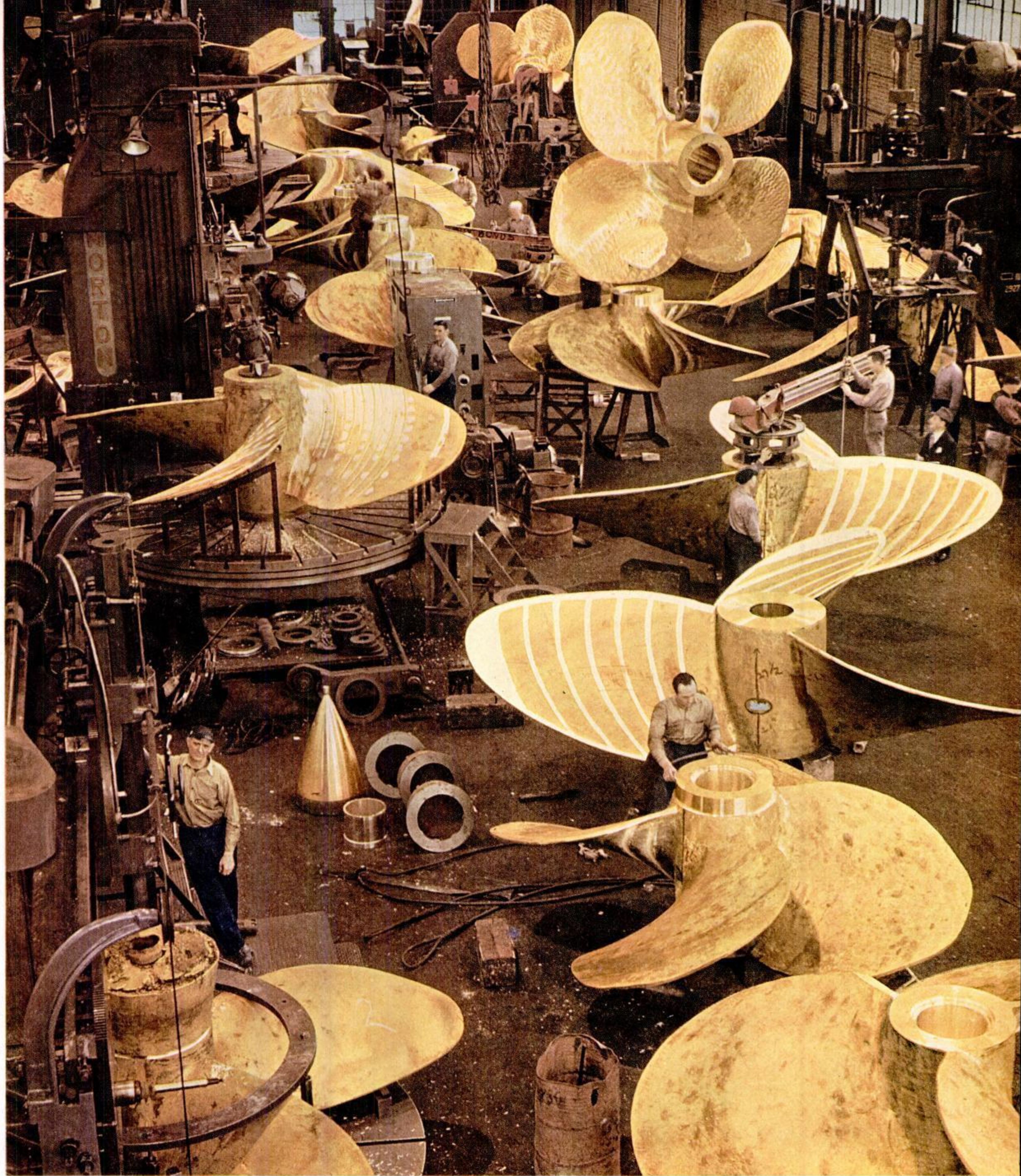
Out of leadership in Research ... a finer motor oil for your car

The same Shell Research which created these new hydraulic transmission oils also developed Shell X-100 Motor Oil. A premium product, its "X" safety factors resist oil "breakdown" at sustained speed... prolong engine life... and keep your motor clean. For extra protection, change to Shell X-100!



*Horizons wide
through
Shell Research*

© 1947, SHELL OIL COMPANY
Incorporated



IN A BETHLEHEM STEEL COMPANY SHOP, THE ROUGH CAST PROPELLERS (LOWER RIGHT) ARE MACHINED AND POLISHED TO BRIGHT PERFECTION (UPPER RIGHT)

PROPELLER SHOP

Unhurried workmen have used same basic marine design for 100 years

After five war years of experiments with everything from marine jet propulsion to vertical "egg-beater" rotors, the 100-year-old fixed propeller remains the standard unit for driving a ship through the water. Here, in the Bethlehem Steel Company's shop at Staten Island in New York, workmen are making propellers for all types of large ships. The procedure often takes 1,000 man-hours. Hot alloy of cast iron, cast steel or manganese bronze is first poured into a mold. Forty-

eight hours later, when the crude cast cools, a central shaft hole is carefully bored through it. Then the workmen, using pneumatic grinders, laboriously carve away the gleaming metal to shape the precise pitch of the blades. White lines are painted on the blades as reference marks and the pitch angle is measured by a device resembling a giant slide rule (*above, right*). The finished 11-ton propeller is hefted up onto a balancing shaft where it must revolve freely by a mere nudge of a hand.

Turn leftover meat into "company hash"

"Leftovers for company? Why not?" Grandma Snider used to say. "Just bake good homemade hash in parboiled green pepper shells, and serve it smothered with plenty of my Country-Style Catsup to give it that tangy, lusty flavor. Easy as rolling off a log—and lots more sensible."



with Grandma Snider's real Country-Style Catsup

Of course, Grandma Snider's Catsup was so good, Grandpa used to say it would make a piece of wood taste fine. Now maybe Grandpa was exaggerating a little, but the fact is that Grandma's catsup has a real tasty country flavor all its own. Not too sweet, not too tart, spiced just right! Pours smooth as silk too! Never watery, or blobby, or seedy! And it's as rich and red and beautiful as the Super Tomatoes it's made from.

Besides Snider's Catsup...there's a whole line of delicious Snider's vegetables and fruits in can and jar... and there's Snider's Chili Sauce, the real Old Fashioned kind...Snider's Cocktail Sauce, so spicy and tangy....with that *Special Snider Flavor*

If the Snider Folks put it up... it tastes like home

Snider's
CONDIMENTS
VEGETABLES
FRUITS

made with Super Tomatoes

The Snider Folks

Even Farmer Snider admits it's worth all the trouble it took to raise tomatoes big enough, and juicy enough, and flavorful enough to go into Grandma's catsup kettle. Nowadays, Grandma Snider's Catsup's so famous it's outgrown her country kitchen, but it still "tastes like home!" Ask your grocer for a bottle today — and see!



POWEL CROSLLEY JR. DWARFS HIS BRAIN CHILD, THE 1947 CROSLLEY, SHOWN HERE IN FRONT OF HIS 27-ROOM HOME IN CINCINNATI

Powel Crosley Jr.

An old-time gadgeteer makes a bid for the American mass market with a midget car that is low-priced, lightweight and unadorned

by GERARD PIEL

POWEL CROSLLEY JR., the manufacturer of the low-priced, midget Crosley automobile, is the kind of client advertising men try to avoid. He likes to override their ideas with unconventional inspirations of his own. His latest is the ad for the 1947 Crosley, currently appearing in several national magazines. Instead of a full page, such as every other car manufacturer uses, it occupies the kind of little half-column space normally employed to advertise auto accessories, tabletop radios and trusses. "Small car," says Crosley, in explanation of this breach of tradition, "small ad."

Owners of full-size Detroit cars are likely to argue that no tradition has been breached. The Crosley, they say, is not a car at all. It is a dumpy, dowdy little job which, however cute, can hardly enhance the owner's social status. But Crosley, who has sold practically everything except trusses through small ads, believes

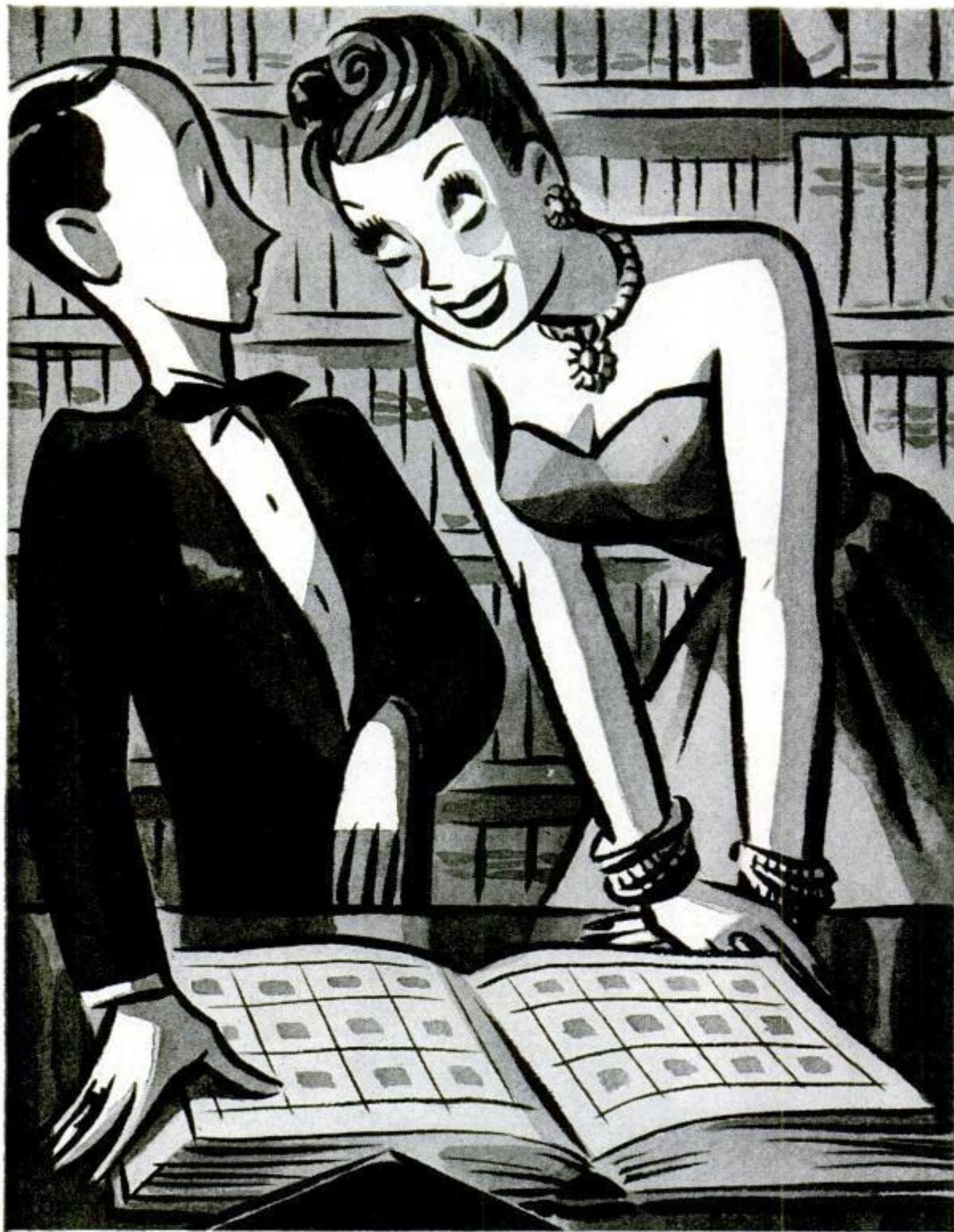
that there are buyers for his idea of what the U.S. family car ought to be.

This buyer, as Crosley sees him, is the man who prizes utility above vanity and wants to know what is under the hood. If Crosley has read his mind correctly, the midget car may open up again the low-income mass market that Detroit has abandoned during the last 15 years to the used-car lots. "For the first time in years," he says, "any family that can afford a car can afford a new one."

People who have never heard of the Crosley or cannot distinguish it from imported competitors, such as the British Baby Austin or the little Italian Fiat, may identify Powel Crosley more readily as a manufacturer of kitchen equipment and tabletop radios, as owner of superpower station WLW, the loudest radio voice in the U.S. or, if they read the sports pages, as proprietor of the National League's Cincinnati

Reds. Crosley himself prefers to be known as an automobile manufacturer. He brought out a preliminary version of his car in 1939 as a sideline to his other products. In 1945, however, he sold all his other enterprises and now proposes to dedicate the rest of his life exclusively to the Crosley car.

Why he took such a radical course at the age of 60 can be understood only by men of equal years who remember how much they wanted to be what they did not become. Powel Crosley is already listed among the countless casualties of the auto industry. During his adolescence his native city, Cincinnati, was an automobile town, as was almost every other town in lower Ohio and Indiana in that period. The auto industry was still a Cherokee strip, and the columns of white dust rising from the Indianapolis Speedway marked the trail of the homesteaders, squatters and claim jumpers racing pellmell to stake



"But I've given up cultural pursuits, Mr. Pennywhistle, now that you avoid '5 o'clock Shadow'!"

LIMITED TIME ONLY SPECIAL SALE

MORE than a great shaving bargain, these *genuine* Gem Blades are part of a great shaving team! They fit your Gem Razor—*precisely*—and thus deliver cleaner, more comfortable, longer-lasting shaves. So stock up today with genuine Gem Blades!

Gem Div., American Safety Razor Corp., Brooklyn 1, N. Y.



12 for 49¢

AVOID '5 O'CLOCK SHADOW' WITH GENUINE GEM BLADES!

CROSLEY CONTINUED

out their future. Crosley was a big-jointed, gangling youth of 21 when in 1907 he made his own first bid. He had assembled \$10,000 in capital, a prototype of a car (the Marathon Six) and half a dozen orders. Wall Street's 1907 panic wiped him out. He made several more tries in the auto industry, all of them failures. He was 30 before he settled for another line of business.

Subsequently, in radios and refrigerators, Crosley pioneered high volume and low price, with nearly as much success as Henry Ford had done in automobiles. Yet his closest associates were never sure that he had his heart in it. The day-to-day operation of his enterprises has long rested in the hands of his younger brother, Lewis, who has the engineering degree and administrative capacity which Powel lacks. Once the creative phase of an operation was completed, Crosley would preoccupy himself with other interests, usually automobiles. The pursuit of leisure also failed to satisfy him. With country places in four states, he lived an unrelaxing schedule, dashing from one to another. He tried fashionable sports. But polo bored him and his private airplanes quickly became mere conveniences. He won few intimates outside his immediate family. A humorless and diffident man, who has difficulty in remembering names and faces, he is ill-equipped to function as the first citizen of Cincinnati. In the stands at Crosley Field he is the most inhibited of all the fans.

Now that he is an automobile manufacturer, however, his associates detect a change in him. He is still restless and lonely. But when, as his own test driver, he jackknives his 6-foot-3-inch, 205-pound frame through the 45-inch door of a Crosley fresh off the assembly line and uncoils under the steering wheel, he comes into new focus, a man at peace with his convictions and pleased with his handiwork.

Fifty miles to the gallon

JUST what there is to be pleased about is hard to see at first glance. Crosley has equipped his car with a severely plain as well as small body. Lacking entirely the deep-drawn compound curves that give Detroit autos their dream-boat effect, it can be produced by comparatively inexpensive dies on ordinary stamping presses. To get his costs down even lower, he settled on a single sedan model and turned out his first 10,000 units minus interior upholstery and painted a uniform serviceable gray. Grudgingly, and only after strong pressure from his dealers, he is now seeking a compromise between the public's taste for automotive luxury and his own thrifty austerity. He has diversified his line with a European-style convertible and will shortly furnish his customers with synthetic pigskin upholstery and a choice of three pastel colors.

But he will not compromise on the Crosley's size. "If I can get into it," he says "anybody can." He observes, furthermore, that the Crosley has room for at least three more people after he is in it. It contains more than enough space to carry the 3.6 members of the average U.S. family. "There is no point," Crosley says, "in hauling around 1¾ tons of steel just to transport a few hundred pounds of human beings." The Crosley weighs just over 1,100 pounds and needs only a fraction of the normal amount of horsepower to do the work of an ordinary car. It will make 50 miles on a gallon of gas.

This is the kind of service Europeans customarily get from their little cars, but they must put up with a soggy, unresponsive performance that calls for psychic effort on hills. These disadvantages were shared by the prewar Crosley, which had a two-cylinder engine that developed only 12.5 horsepower. The 1947 Crosley is a different article. It is equipped with a radically new kind of engine, the most important development in its field in years. Instead of the conventional heavy iron castings, the Crosley Cobra engine is an assembly of sheet metal stampings and alloy tubing, copper-brazed into an extremely lightweight structure. It weighs 50 pounds less than the prewar Crosley engine, yet it has four cylinders, develops 26.5 to 30 horsepower and makes more miles per gallon than the prewar Crosley engine.

With the Cobra engine under its hood, the new Crosley has, weight for weight, as much horsepower as other U.S. cars. It will take off as easily as any car and cruise at 50 mph. To get the best performance, however, calls for a little more driving. For maximum acceleration the driver must get used to stepping on the gas and kicking the little engine up to the speed at which it delivers its most solid punch.

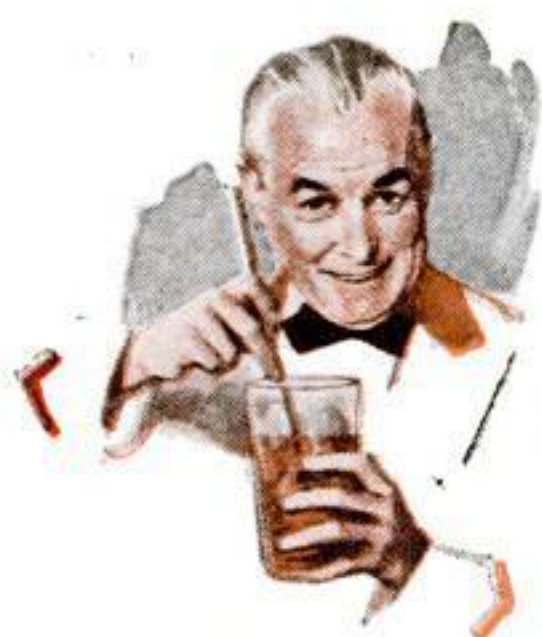
A car which thus meets U.S. standards of performance and at the same time achieves European-style thrift cannot help but be of interest to the U.S. auto industry. Under wartime rationing, most Americans would gladly have traded the satisfactions of conspicuous consumption for a few extra miles per A coupon and a little

CONTINUED ON PAGE 50



"It's in the bottle!"

—SAYS PROFESSOR HUGH BLINE
champion cocktail mixer since 1892



EXPERIENCE
is in the bottle

"I don't like to boast, but I'm sure that we have mixed more cocktails than anyone else in the world. There are 55 years of cocktail-making experience in every Heublein bottle!"

THE FINEST LIQUORS
are in the bottle

"That's no secret to anyone in the business. We use the best cocktail ingredients from our own private stock of *Fine Whiskies*
Vatted Vermouths
Pot-Still Gin"

Always ready
Always right

"You just add ice—and serve. We make Heublein's Cocktails extra strong to allow for 20% dilution by melting ice. You get more drinks per bottle!"

G. F. Heublein & Bro., Inc. Hartford, Conn.



FIVE KINDS
—at your local
liquor store

DRY MARTINI
71 proof
MANHATTAN
65 proof
OLD FASHIONED
80 proof
DAIQUIRI
70 proof
SIDE CAR
60 proof

"I mix them—You pour them"

HEUBLEIN'S Club COCKTAILS

AMERICA'S LARGEST-SELLING COCKTAILS • SINCE 1892

T.M. Reg. U. S. Pat. Off.



"I COULDN'T BEAR
**THE SHAME
OF IT**
—THOUGH IT WAS
ONLY A WHISPER!"

"HOW CAN I EVER face Bob and Dick again, mother! I know they didn't mean to humiliate me. They didn't think I could hear them whispering. But I did. I heard that awful whisper—'B.O.' And it was true—they were whispering about me!"



IT IS HUMILIATING, DEAR,
TO HAVE PEOPLE TALK
ABOUT YOU. BUT THERE'S
NO EXCUSE FOR "B.O." —
I'LL GET SOME LIFEBOUY
RIGHT AWAY!



"I'LL ADMIT the truth hurt. But I'm glad now. Lifebuoy is such a refreshing soap. And it gives me *all-over* protection and *long-lasting* protection against offending."

NO ONE IS SAFE

Many people go through life unknowingly offending others, ruining their own chances of happiness. Worse still, *no one* is immune to "B. O." (body odor). That's because body pores constantly give off odor-causing moisture. Hence "B.O." is an *all-over body* problem. When you bathe with Lifebuoy you get *all-over body* protection.

How to step up protection against "B. O."

Tests prove that Lifebuoy not only stops "B.O." but that you can build increasingly better protection against "B.O." by bathing with Lifebuoy every day. Try it. Bathe with Lifebuoy for just seven days. See how fresh and clean your skin feels. When you know that a daily Lifebuoy bath stops "B.O." faster, gives you *longer-lasting* protection, you won't ever miss "YOUR BATH A DAY THE LIFEBOUY WAY!"



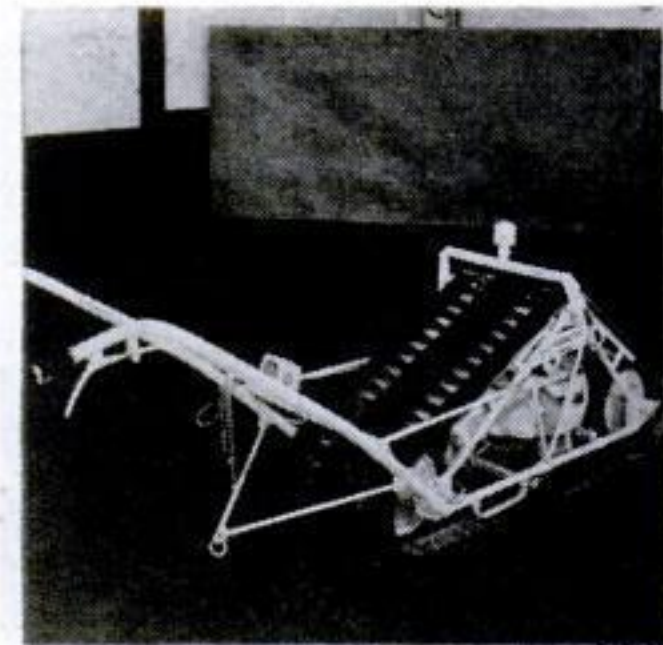
A PRODUCT OF
LEVER BROTHERS COMPANY

USE IT
DAILY

CROSLEY'S BRAIN CHILDREN



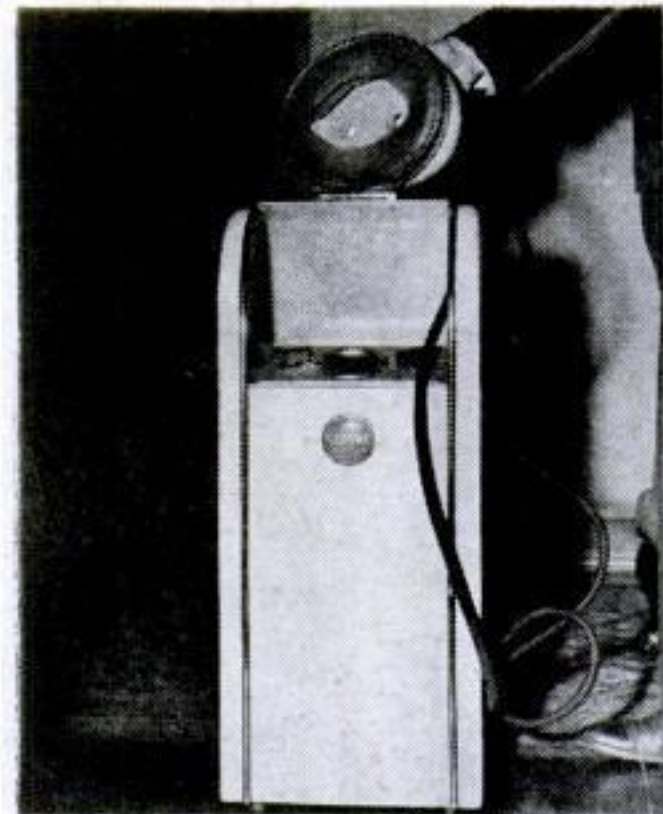
CHEAP RADIOS were pioneered by Crosley, who sold millions of sets.



SNOW VEHICLE with Crosley motor hauled sleds for the U.S. Army.



THE SHELF-LINED DOOR made Crosley's refrigerator an innovation.



X-ER-VAC, a scalp aid, is said by Crosley to have helped him keep hair.

CROSLEY CONTINUED

more time between retreads. During this period the 5,500 prewar Crosleys climbed swiftly up the social ladder to resale prices in excess of \$1,150, three or four times the price at plant. Making 120 to 150 miles on three gallons of gas per week, they met the trains, went to market and took the children to school, with no detours via the black market.

U.S. citizens no longer have compunctions about wasting gasoline. But Detroit has some severe misgivings about the future of its present product. At \$1,300 and up, the lowest-priced 1947 Detroit car is as far beyond the means of the average U.S. family as new housing. Even if it can get its base price down to \$1,000, Detroit must still face up to the hard facts of household accounting. The depreciation and operating cost of a \$1,000 car come to \$45 to \$60 per month. This is too big a chunk out of the \$200 monthly budget of the average U.S. family. Furthermore, as the population disperses to suburban communities, the transportation charge looks more and more like cost of living and less and less like fun.

Even at its present much-too-high price of \$849 F.O.B., the total monthly cost of the Crosley, including depreciation, is only \$30 to \$40. This price, based on an output of about 70 cars per day in a plant (at Marion, Ind.) designed to produce only 40,000 cars per year, includes a profit that has already put Crosley Motors, Inc. in the black. In his mental arithmetic, however, Crosley figures on arriving at a price closer to \$500 at a production of about 150,000 cars per year. At \$500, the Crosley might make the same kind of sound economic sense that sold 1,300,000 Model T Fords to the U.S. public in 1926. But Crosley, lacking the facilities of a River Rouge, is in no position to entertain any such grandiose notions. For the moment his objective is to sell all the cars he can make at a profit.

Crosley's memory of his early frustrations in the auto business is too fresh to permit him to take any ill-considered gambles on making too big a success in too big a hurry now that he has his foot in the door. In the decade after the Marathon Six episode he wandered through a succession of jobs with now-forgotten Ohio and Indiana auto-makers and their distributors. Since he was always mentally on the point of manufacturing a car of his own, he was a truculent employee, who when talking to the boss, tended to behave like a Chairman of the Board. He managed, nonetheless, to acquire useful experience in the advertising, publicity and sales end of the business and by 1916 was established in auto accessories, if not in auto manufacturing.

CONTINUED ON PAGE 52

CHARLES R. ROGERS presents

TOMMY
DORSEY · JIMMY
DORSEY · BLAIR

IN

FABULOUS
"THE
DORSEYS"

with
PAUL WHITEMAN
and
WILLIAM LUNDIGAN
Sara Allgood · Arthur Shields
Associate Producer JOHN W. ROGERS
Original Screen Play by Richard English,
Art Arthur, Curtis Kenyon

SWINGDOM'S
GREATEST
... IN ONE
GREAT FILM!

BLOW-BY-BLOW
STORY OF DORSEY
BATTLE TO TOP!

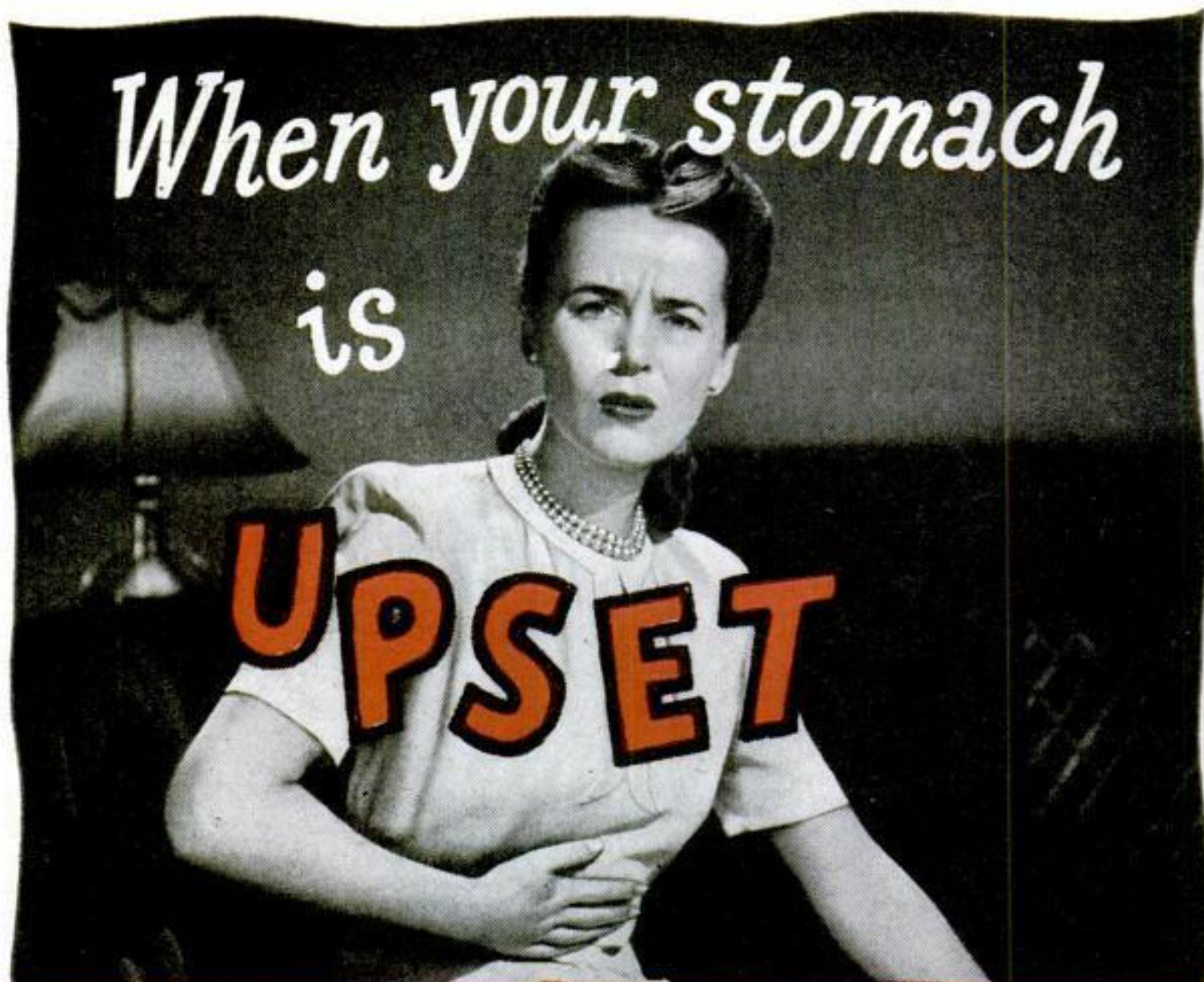
The heart-warming history of their
thrilling battle to the top makes
one of the most exciting pictures
of its kind ever filmed!



Charlie Barnet
Henry Busse
Helen O'Connell
Bob Eberly
Ray Bauduc
Mike Pingatore
Ziggy Elman
Art Tatum
Stuart Foster
and
Tommy Dorsey's
Orchestra
and
Jimmy Dorsey's
Orchestra

See
TOMMY
and
JIMMY
play the hits
that made them
famous...
"Marie"
"I'm Getting Sentimental
Over You"
"Green Eyes"
"Object Of My Affections"
and many more!

Produced by
CHARLES R. ROGERS · Directed by
ALFRED E. GREEN · Released thru UNITED ARTISTS



take something SOOTHING!



Never add to the upset of an upset stomach by taking overdoses of antacids or harsh physics. An upset stomach requires gentle treatment... take soothing PEPTO-BISMOL.

NOT AN ANTACID-NOT A LAXATIVE

The action of this pleasant-tasting preparation is different.

It does not interfere with normal digestion or elimination. PEPTO-BISMOL spreads a soothing, protective coating on irritated stomach and intestinal walls... thus helping to quiet common digestive upsets.

To relieve distress after over-indulgence; nervous indigestion; heartburn... and to retard intestinal fermentation; gas formation; simple diarrhea.

Norwich

A Norwich Product



Pepto-Bismol
for UPSET Stomach

*Reg. U. S. Pat. Off.



BASEBALL FAN CROSLLEY, shown with then General Manager MacPhail and Manager Dressen, bought Cincinnati Reds in 1934, won pennant by 1939.

CROSLLEY CONTINUED

Here he found a ready outlet for his talent as a gadgeteer. Some of his better ideas were inspired by the Model T Ford, which invited patching and improvement at many points. He devised, for example, a strip of material for calking draft leaks at the top of the windshield. He also marketed "Tredkote," a patch for auto shoes, "Driklenit," an auto polish, and strayed outside of his field to take on the sale of phonographs and "Go-By-By," a combination kiddy car and baby-stroller. Presently he had some venture capital.

At about this time he conceived the germ of the present Crosley car. Watching his customers' struggles to keep their Model Ts in one piece long past the term of natural obsolescence, he concluded that they needed a really cheap, therefore small, car which they could afford to throw away after a few years. He made several operating models. But when it came to financing the idea, he took a long look at the capital resources that had been assembled in Detroit and kept his money in the bank. This caution was further dictated by the fact that he was now the head of a family. In 1910 he had married Gwendolyn Aiken, daughter of the superintendent of music in the Cincinnati public schools. There were two children, Powel III and Martha Page.

Cheap radios and superpower

IT was Powel III who was partly responsible for one of the major digressions in his father's career. At the age of 9 he reported that he had heard a radio and wanted one. Crosley shopped around the following day and discovered that the cheapest set was priced at \$119. He spent a quarter for a booklet called *The ABC of Radio*. Within a few weeks Crosley had a team of hams building him a 20-watt transmitter and a couple of University of Cincinnati engineering students designing a receiver that could sell for \$20.

This was the Crosley one-tube Harko, the first low-priced set to reach the market. A year later, in 1922, the Crosley Radio Corp. was the biggest manufacturer of radio sets in the world and Crosley himself was happily engaged, as one of the earliest disk jockeys, announcers and program producers, in broadcasting phonograph records under federal license over the call letters WLW. He was also having trouble with his customers, however. They kept sending back their Harkos because the single tube could not bring in what radio programs there were above the noise level of summer static.

Crosley's solution for this problem was "superpower," his major contribution to the broadcasting industry. As fast as technical advances permitted, he ran the power of WLW, over the protest of competitors, up to 500,000 watts. The energy generated by WLW's huge transmitter bewitched the countryside for miles around. Barbed-wire fences emitted sparks, light bulbs glowed in farmhouses, rainspouts and bedsprings played hot jazz. WLW picked up regular listeners as far away as Aklavik on the Arctic Ocean. But, more important, it drowned the static for the cheap sets tuned in within its home territory. In 1939 the FCC cut WLW back to the prevailing 50,000 watt level of the industry. But Crosley's

CONTINUED ON PAGE 50

Looking for a good laugh?



The old master himself—Bing Crosby—supplies the full measure of laughter and song on his delightful new program. Listen to Bing and his celebrated guest stars on *The Bing Crosby Show*. Every Wednesday at 10 p.m. EST (9 p.m. in all other zones). (Philco)



Have you heard Kenny Baker in his lively new show? You and the whole family will enjoy listening to this famous comedy and singing star on his hilarious noontime program on ABC. Be sure to listen: Weekdays, 12 noon, EST. (Ivory Snow, Crisco)



"Good evening, Anybody. Here's Morgan." Henry Morgan, new comedy sensation, was recently voted by critics as The Most Promising Radio Star of Tomorrow. You'll agree with the experts when you hear his brilliant satire, his unique brand of side-splitting humor. Directly following Bing Crosby, Wednesdays at 10:30 p.m. EST. (Eversharp-Schick)



The one-and-only Don McNeill and his ever-popular *Breakfast Club* gang give you a full hour of mirth and merriment—and inspiration, too—every weekday morning at 9:00 EST. (Swift, Daumit, Philco)



Rustic comedy is at its best when done by Lum 'n' Abner. Their homespun wit and wisdom have won them millions of radio fans. Monday through Thursday at 8 p.m. EST. (Miles Laboratories)



Laughter really pays off for Tom Breneman. His rollicking *Breakfast in Hollywood* is a top favorite with housewives from coast to coast. Tune in every weekday morning at 11 EST. (P & G, Kellogg)



Willie Piper is something new in comedy shows. Here's a funny, happy, completely entertaining blend of whimsy and drama that is certain to delight the entire family. Wednesdays at 8:30 p.m. EST.

Pick a day—pick a night—and whatever time you pick, you'll find that it's FUN to listen to ABC! Right through the week there is top-notch comedy on ABC: everything from Crosby's sophisticated patter... to the wonderful antics of Sam and Aunt Fanny on *The Breakfast Club*... to the sharp-edged satire of Henry Morgan. Your local American Broadcasting Company has 'em all—entertaining programs that will give you listening pleasure, whatever your taste in comedy.

The fact that ABC broadcasts all these top-notch comedy shows is not an accident. The network has first-rate programs of every type. Programs, for example, like the magnificent *Detroit Symphony Orchestra*, the

prize-winning *Theatre Guild on the Air*, the incomparable *Metropolitan Opera* and *This Is Your FBI*, a unique example of public service programming. Yes, there's lots of good listening for you and the whole family when you set your dial at ABC... your American Broadcasting Company station.

What makes radio entertainment great?

It's competition. Good old-fashioned competition between networks and between advertisers has raised the calibre of radio in the U. S. to the world's best. We are proud of the share of top radio entertainment on our network—proud, too, of the roster of advertisers who make these programs possible. Outstanding companies like U. S. Steel, General Mills, Equitable Life, Sterling Drug, Libby-McNeill & Libby, Westinghouse, Andrew Jergens, John Hancock, Goodyear, and others are on ABC because they know that it is an effective mass-selling medium. If you have a product to sell nationally, why not follow the example of America's smart advertisers and send it to market via ABC?

Listen to
ABC American Broadcasting Company
A NETWORK OF 236 RADIO STATIONS SERVING AMERICA

This Tag reminds you



**TENDER LEAF
TEA BALLS ARE**

5 ways better

BIG PACKAGE
SAVES YOU MONEY
ask for it

If YOUR grocer doesn't have this type of Tender Leaf Brand Tea Balls the first time you call for them, please try again. He'll have them soon.

AMERICA'S LARGEST SELLING TEA BALLS



1 The tea itself is famous-for-flavor Tender Leaf Brand Tea, richer and more delicious.



2 No hands ever touch the Tender Leaf Tea Ball that goes into your cup—not even your own. Each tea ball comes in its individual sanitary envelope, ensuring absolute cleanliness.



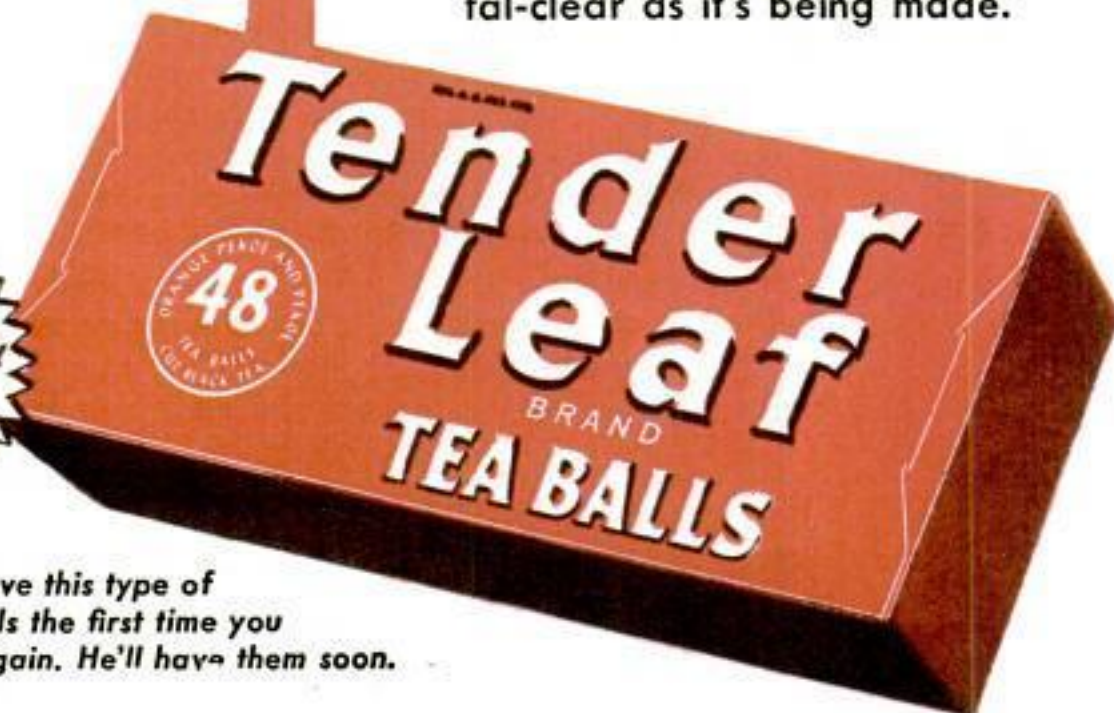
3 Each tea ball has a LONG string attached for convenience and ease in serving.



4 The TAG itself is an added convenience. Handiest possible way to put the tea ball into your cup—and to remove it when the tea is made.



5 The tasteless filter paper, clean, crisp and white, filters your tea crystal-clear as it's being made.



CROSLEY CONTINUED

immense transmitting plant proved highly useful as a major outlet for short wave propaganda broadcasts during World War II.

Although WLW made money despite Crosley's extravagant investment in power, he never regarded it as a strictly profit-making venture. Its chief function, in his mind, was to sell cheap radio sets. Crosley Radio Corp., however, did not long remain the No. 1 producer. By 1930 it had slid down to fifth place and was doing no more than 10% of the business.

Crosley got into the kitchen-equipment business primarily to offset this decline in his radio-set sales. Looking around for a product, he was attracted by the prosperity of refrigerator producers who were happily doing business at a \$150 bottom price. Crosley decided that a \$100 refrigerator would be equivalent to a \$20 radio. To keep his position in the face of price competition, he came out with the Shelvador, the refrigerator with shelves inset in its door. He had the satisfaction of seeing his competitors shut their refrigerator doors in their ads or, when they did leave them open, hiding them behind a happy bride.

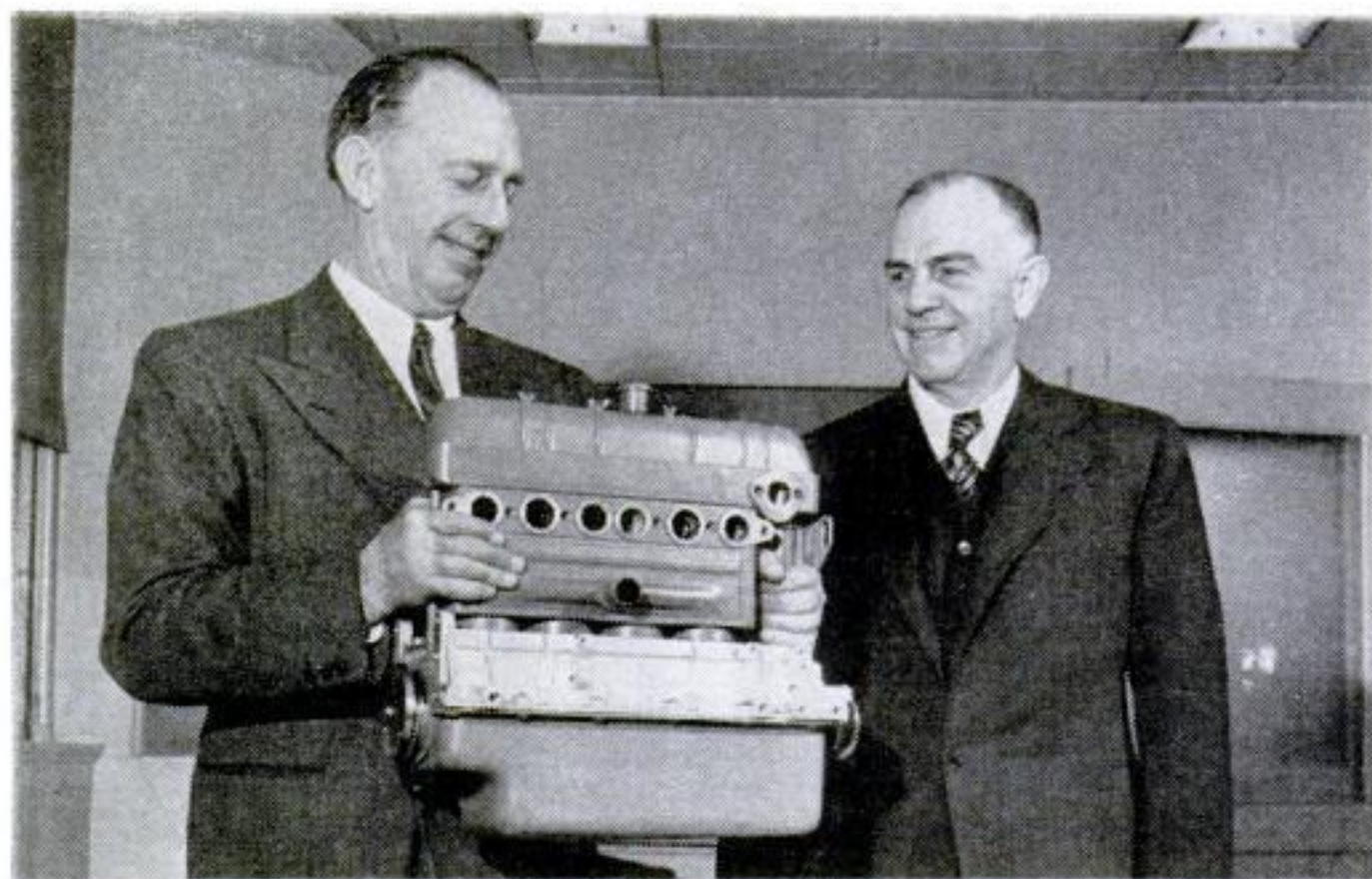
For the Shelvador idea, Crosley is indebted to his inability to refuse an inventor a hearing. He has sat down with hundreds of them. With their brainstormings and his own, the Crosley line has never lacked for diversity. Outstanding examples were X-er-vac, a mechanical scalp exerciser, to which Crosley credits what hair he has; Icy Ball, a portable refrigerator which, when heated over a fire, produces a tray of ice cubes in no time, and Koolrest, a bed-cooler and air-conditioner, conceived and designed by Crosley himself.

In 1942 Crosley talked to an inventor with an idea for a sheet-steel, internal-combustion engine. Under a Navy development contract, he and his chief engineer, Paul Klotzsch, proceeded to hammer the Crosley Cobra together. With the engine in hand, Crosley was sure he had an automobile. When Victor Emanuel's Aviation Corporation turned up with an offer to buy everything Crosley owned except the car and the Cincinnati Reds, he knew that the hour had arrived. For the business that he had started on a \$1,200 note, he got \$12,000,000 in cash.

Crosley anticipates no trouble in selling all the cars he can make. Discounting the present seller's market, he calculates that at least 150,000 of the 15,000,000 who buy autos every year would like to buy economy. He figures, furthermore, that the Crosley, as the lowest-priced U.S. car, is depression-proof. In good times it will sell to lower-income families whose incomes have improved; in hard times, to better-off families whose status has declined and, at all times, to anyone who can afford a second car.

The only real problem Crosley can foresee is that the demand for his product may get out of hand. If it should turn out to be the Model T of 1948 or 1950, he is aware that he has no patent on the small car idea and that there are other auto-makers in a better position to put it on a really mass-production basis. At his age he has no ambition to make a million Crosleys a year. He would, however, like to be identified in the public mind as its inventor.

For this reason it pained him deeply, after waiting a lifetime to get a Crosley car on the road, to see the first 5,000 1947 models leave the plant minus an essential part—the Crosley nameplate. The supplier had failed him at the last minute. Until the owners of the new Crosleys get out the paint remover, however, there will be no doubt who made them. For the Crosley name is painted in red letters three inches high on the bumpers.



COBRA ENGINE, displayed by brothers Powell and Lewis (right) Crosley, is heart of 1947 Crosley, weighs only 59 pounds and develops 26.5 to 30 hp.



Remembered Romance

For one, the golden hour has just begun . . . for the other, it still lives brightly though fifty years have passed.

Sweet dreams will be theirs tonight—dreams the sweeter for the comfort of fine sheets. In Pacific Sheets the service and comfort qualities are in perfect proportion. The lovely smoothness and

whiteness steal none of their strength; the firm construction detracts nothing from their inviting softness. They're made the *balanced* way, to give you the most satisfaction and the longest wear!

Pacific Balanced Sheets are sold in one fine store in each community. Ask for them by name when you shop.

PACIFIC PERCALE • PACIFIC EXTRA-STRENGTH MUSLIN • PACIFIC TRUTH MUSLIN

Made by the makers of Pacific Factag Fabrics—Cottons and Rayons

Pacific Mills, 214 Church Street, New York 13

BALANCED
PACIFIC
SHEETS





DINER MAKES A LIP PRINT

EL BORRACHO

Cafe society likes its old gags

The kiss-dappled ceiling on the opposite page, to which a woman is preparing to add her lip prints (*above*), is one of the many startling features of El Borracho, most popular new restaurant in New York. Enthusiastically devoting itself to romance and good food, El Borracho has attracted a velvety following in theatrical and cafe society, together with its velveteen hangers-on. One reason for its popularity is the giddy stream of gags and mottoes devised by its proprietor, Nicky Quattroccicchi (pronounced Kwat-roe-chaw-key). To Quattroccicchi an empty space is not only a waste but a challenge. He has covered his Kiss Room ceiling (*right*) with 14,823 lip prints furnished by obliging women guests. He also has adorned his Room of Romance (*below*) with romantic inscriptions and "I love you's" in 23 languages. He covers the floors with Latin proverbs on drinking and his menus with trick dishes (*below*). In Spanish, *El Borracho* means "The Drunkard." Some customers who do not take the name lightly linger late at the bar, over which perches a talking mynah bird who occasionally advises them loudly, "Get out of here!"



IN THE KISS ROOM a violinist plays sentimental melodies. Sitting in booth in foreground are White Russian Prince Youka Troubetzkoy and Artist Marjorie Goss.



TWIN DEBUTANTES Gloria and Consuelo O'Connor warily eye the two-headed "Siamese" fish which El Borracho's owner has sent them as a joke. Offered on menu

for \$6,283.75 (p. 58), this costly humbug has a head sewed on tail. Unlike the talking bird, also on the menu, the fish monstrosity never has been ordered by a customer.



The Story of the Proud Father

There once was a daddy—so proud
Whose boy was a real boy, he vowed.
To keep him well shod
He gave Red Goose the nod—
Now he's shouting their praises real loud!

Style 3678

Style 3662-3

Style 3306-1

WHO WOULDN'T praise Red Goose, the complete line of shoes that not only look better but fit better, wear better, too? Red Goose Shoes feature: extra reinforcements in vital parts, lasts that assure proper fit, quality construction!

WISE PARENTS CHOOSE...

Red Goose

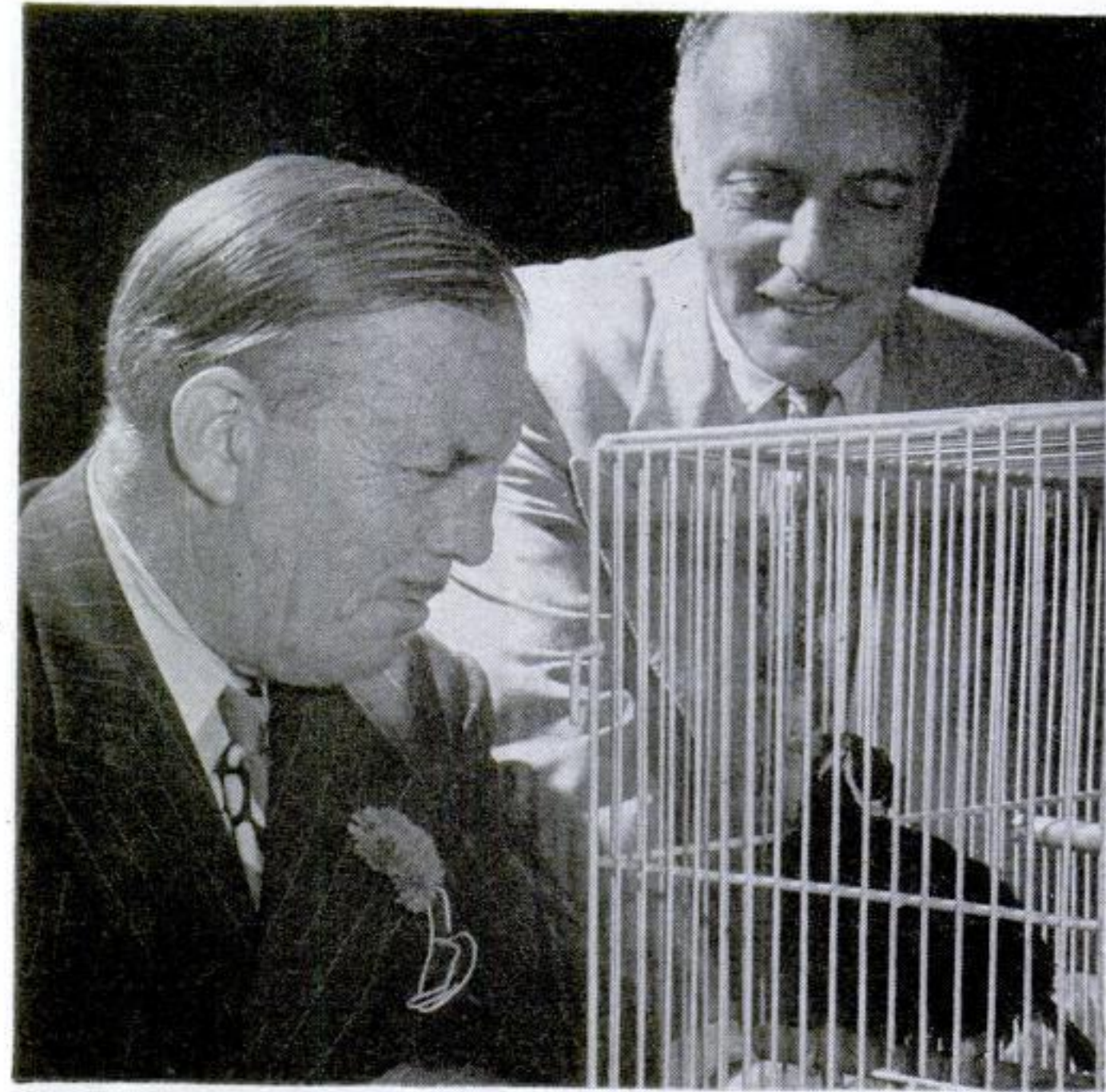
ACTION SHOES for Boys and Girls

Also Friedman-Shelby Shoes

For name of your nearest Red Goose or Friedman-Shelby dealer, consult your classified directory or write:

Red Goose Division • International Shoe Company • St. Louis 3, Mo.

EL BORRACHO CONTINUED



THE TALKING BIRD named Tom hoarsely sings *My Time Is Your Time* to Frank ("Bring 'Em Back Alive") Buck (left) and Owner Nicky Quattrocciocchi.

el borracho	
Dinner	
Blue Point Oysters	Little Neck Clam Cocktail
Jumbo Shrimp Cocktail	Jambon de Bayonne
Celery and Olives	Stuffed Alligator Pear "El Borracho"
V. & Tomato or Clam Juice Cocktail	Pate Maison
Nova Scotia Smoked Salmon	Cherry Stone Cocktail
Marinated Herring, Sour Cream	
Consomme Double	Cream of Fresh Tomatoes
Jellied Mardilene	Cold Vichyssoise with Chives
Petite Marmite "El Borracho"	
Filet of Lemon Sole Doree Amandine 3 80	
Supreme of Pompano Gratinée, Bonne Femme 4 90	
Broiled Split Brook Trout St. Germaine 4 90	
Breaded Veal Cutlet Saute Marechal, Pomme Puree 4 75	
Spring Chicken Saute Valencienne, Rice Pilaff 4 75	
Roast L. I. Duckling aux Pineapple, Champagne Sauce, Sweet Potatoes 4 90	
Roast Prime Ribs of Beef aux Jus, Potatoes Bonne Femme 5 00	
Talking Mynah Bird Saute Madeira \$4127.82	
Siamese Fish Saute Meunere (Very Rare) \$6283.75	
Fresh String Beans	Lima Beans Saute au Beurre
Mixed Green Salad	Fresh Garden Peas
Tarte Maison	Mousse au Chocolate
Fresh Fruit Salad	Raspberry Sherbert
Meringue Glace	Creme Renversée
Nectarine Melba	Peach Melba
Swiss Cheese	Frozen Cake
Camembert	Roquefort
	Blue Cheese
	Calumet
	Brie
	Bel Paese
	Demi Tasse

MENU includes Siamese fish and talking bird. A diner once ordered \$4,127.82 bird, was offered pigeon, changed his mind.

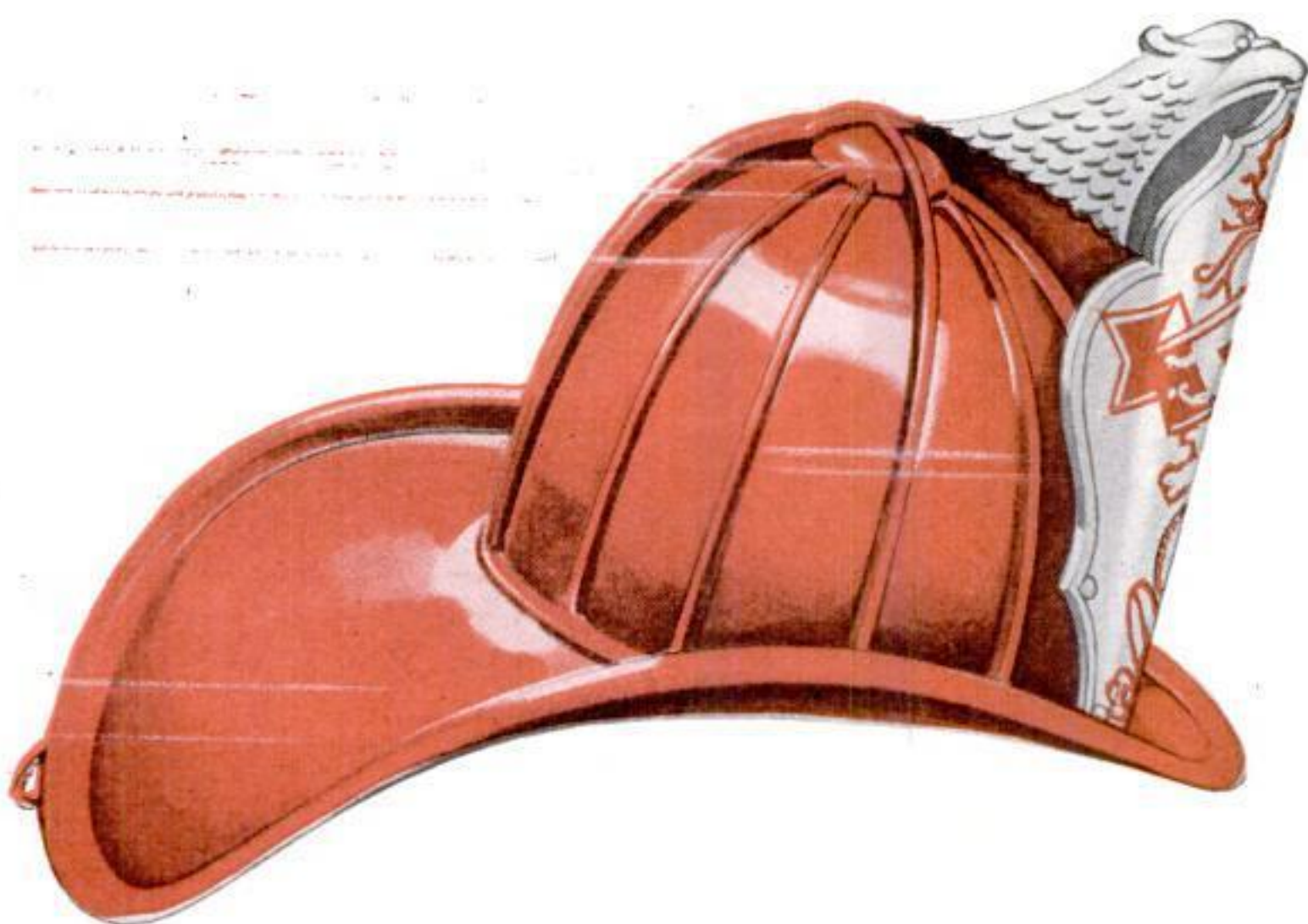


GARDEN OF EDEN motif in Room of Romance attracts Dara Marceau to "forbidden fruit." Statue in background represents Adam in bathing tights.

CONTINUED ON PAGE 60



When the temperature *dives...*



drive **WITH TEXACO**
FIRE-CHIEF

GASOLINE

YOU CAN get the jump on winter with alert, fast-starting Texaco Fire-Chief. Because Fire-Chief's superior *Fire-Power* makes possible the quick-starts . . . rapid warm-up . . . smooth, surging power you need for winter driving. Try Fire-Chief today. At Texaco Dealers.

THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES



TUNE IN . . . Texaco Star Theatre presents the Eddie Bracken show every Sunday night. Metropolitan Opera broadcasts every Saturday afternoon. See newspapers for time and stations.



COLUMBIA PICTURES presents

DICK EVELYN
POWELL · KEYES

in

*Johnny
O'clock*

with

LEE J. ELLEN NINA
COBB · DREW · FOCH

S. THOMAS GOMEZ · JOHN KELLOGG

Screenplay by ROBERT ROSSEN

Directed by ROBERT ROSSEN

Produced by EDWARD G. NEALIS

Associate Producer MILTON HOLMES



EL BORRACHO CONTINUED

NIGHTCLUBS

They stay popular despite bad air, food and service

ACCORDING to the best available statistics, there are currently some 60,000 nightclubs in the U.S., ranging from elaborate and high-spirited restaurants like El Borracho to sordid resorts on suburban highways or in alleys. In these U.S. citizens spend approximately \$350,000,000 per year on food, drink and other commodities. It may therefore be pertinent to inquire into the nature of such places and see why they exist, how they can be improved and whether they should be encouraged.

At first glance, to be sure, the appeal of the nightclub might seem somewhat dubious. The air is foul and smoky. The waiter is a petty thief. The food is often inferior in quality to that obtainable in a well-run kennel. The entertainment, when the management bothers to supply some, is by definition worse than that in the worst movies—since, if the performers could get contracts in Hollywood, they would go there. In addition to being uncomfortable, nightclubs are unhealthy, for they tend to induce the hangover. This is an ailment against which, like the common cold, the medical profession seems to be entirely powerless.

Since the charms of the nightclubs themselves are not immediately apparent, some observers have suggested after a second glance that the patrons who frequent them may constitute an attraction for other patrons. This theory is plausible but open to question. Occasionally, it is true, one may hear about some important business deal being transacted by reputable people in a nightclub—like the recent negotiations for the Rockefeller purchase of the United Nations site which were conducted in the Monte Carlo. More often, however, the clientele of such dives are anonymous scruffies whose limited interests are divided between 1) furthering illicit romance, 2) fixing football games and 3) wagging their behinds in dubious accord with the cacaphony produced by some drug-bemused drummer boy with the aid of a dried-up melon.

Since the question of why people go to nightclubs seems to present difficulties, the wisest course may be to skip it and go on to the next one, which is much easier. This is how can nightclubs be improved. It can be answered in part at least by the following set of simple rules:

1. Waiters: Instead of conferring with each other constantly about the weather, Russia and other topics of general interest, waiters should sometimes exchange a word or two with the customers. This will not only please the latter but may also provide new material for the conference. Also, when pouring a drink, the waiter should put some of it in the glass.

2. Manners: When explaining to a customer who has ordered a dry Martini why, instead, he should be thankful to have the old-fashioned with which he has been served, it is best to call the customer "Pal" or "Pally" rather than "Mac," as this is more friendly.

3. Cuisine: Foreign delicacies, such as buttons, cigaret butts, costume jewelry and sweepings are best served with a piquant sauce.

4. Adagio dancers: Take them away.

5. Entertainment: There is nothing better in this line than a team of several diligent house photographers. They can interrupt and annoy everyone, impartially, whereas the master of ceremonies, the mind-reader or the crooner may simply be ignored by some members of the audience.

The last question about nightclubs is whether or not they should be abolished. The answer to this question is "No." Nightclubs supply employment to thousands of otherwise unemployable citizens; they get people out of their homes and consequently away from the radio, and they show that most human beings will put up with about anything in order to enjoy the company of other human beings. This last is possibly their most endearing and most astonishing characteristic and deserves hearty approbation.

—NOEL F. BUSCH

MANY HAPPY RETURNS!

fresh upTM WITH Seven-Up!

**MAKE HOME THE FUN CENTER
BE A "FRESH UP" FAMILY!**

When the house is ringing with young laughter . . . when a party's poppin' . . . that's a time when sparkling 7-Up really scintillates! There's something about the lively "fresh up" flavor of 7-Up . . . something about those gay green bottles of friendly goodness that matches the merriest mood.

Be a "fresh up" family! Share your children's fun. And share, too, their enjoyment of America's family drink . . . wholesome, crystal-clear 7-Up! Order your "fresh up" at any place that displays the colorful 7-Up signs.



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YOU LIKE IT...IT LIKES YOU!

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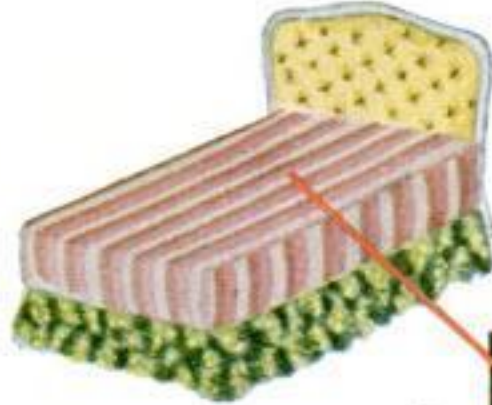
HOME PLANNER'S

QUESTION:

ANSWER #1

The Beautyrest Mattress and Headboard Bed

For the master bedroom, the master bed—the Beautyrest Bed! Has an 837-coil spring Beautyrest mattress, hand-tied box spring, handsomely upholstered headboard!



ANSWER #9

The Simmons Electronic Blanket

Someday, every home will have a Simmons Electronic Blanket! Gives you blissful, controlled warmth, without usual blanket weight!



ANSWER #8

The Simmons Ace Spring



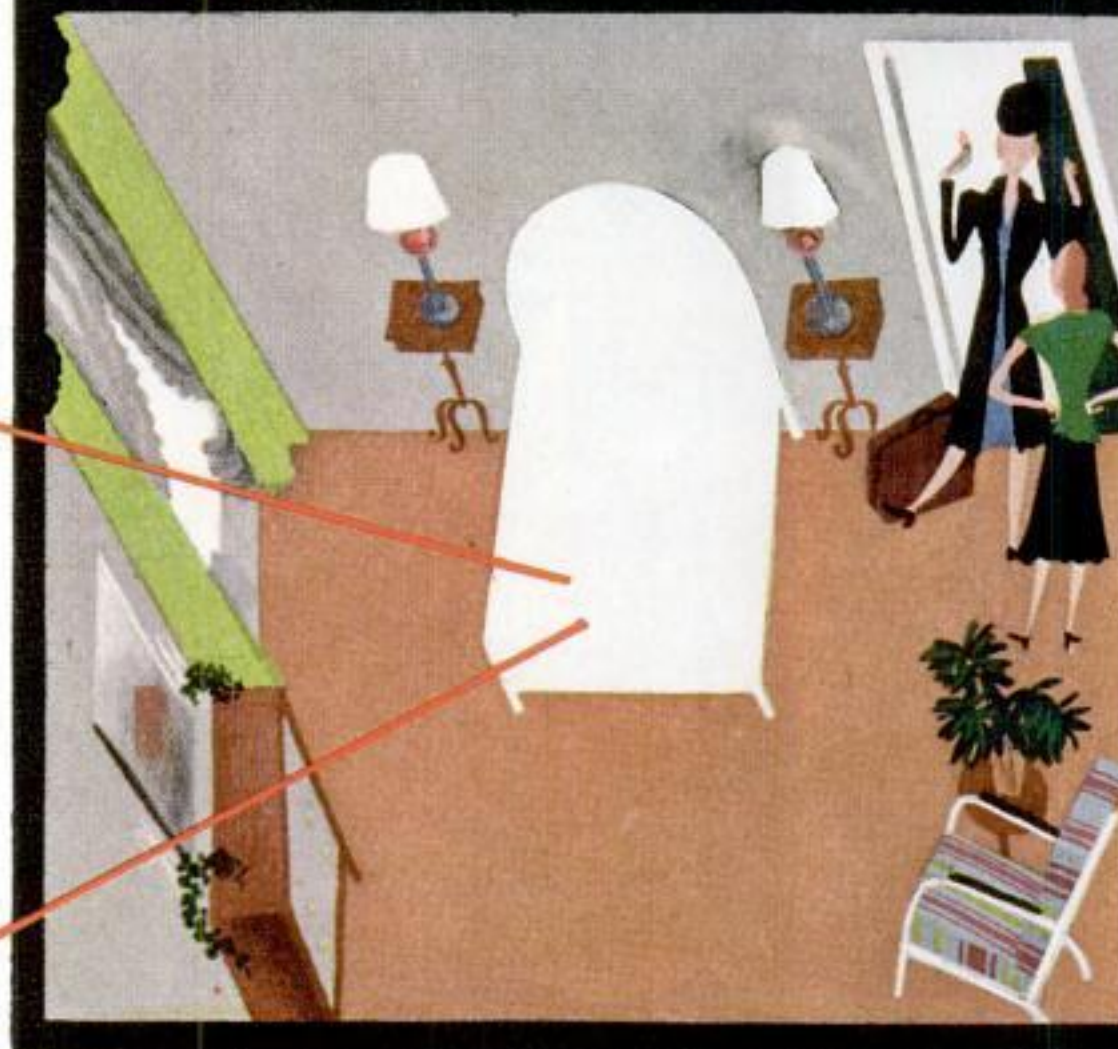
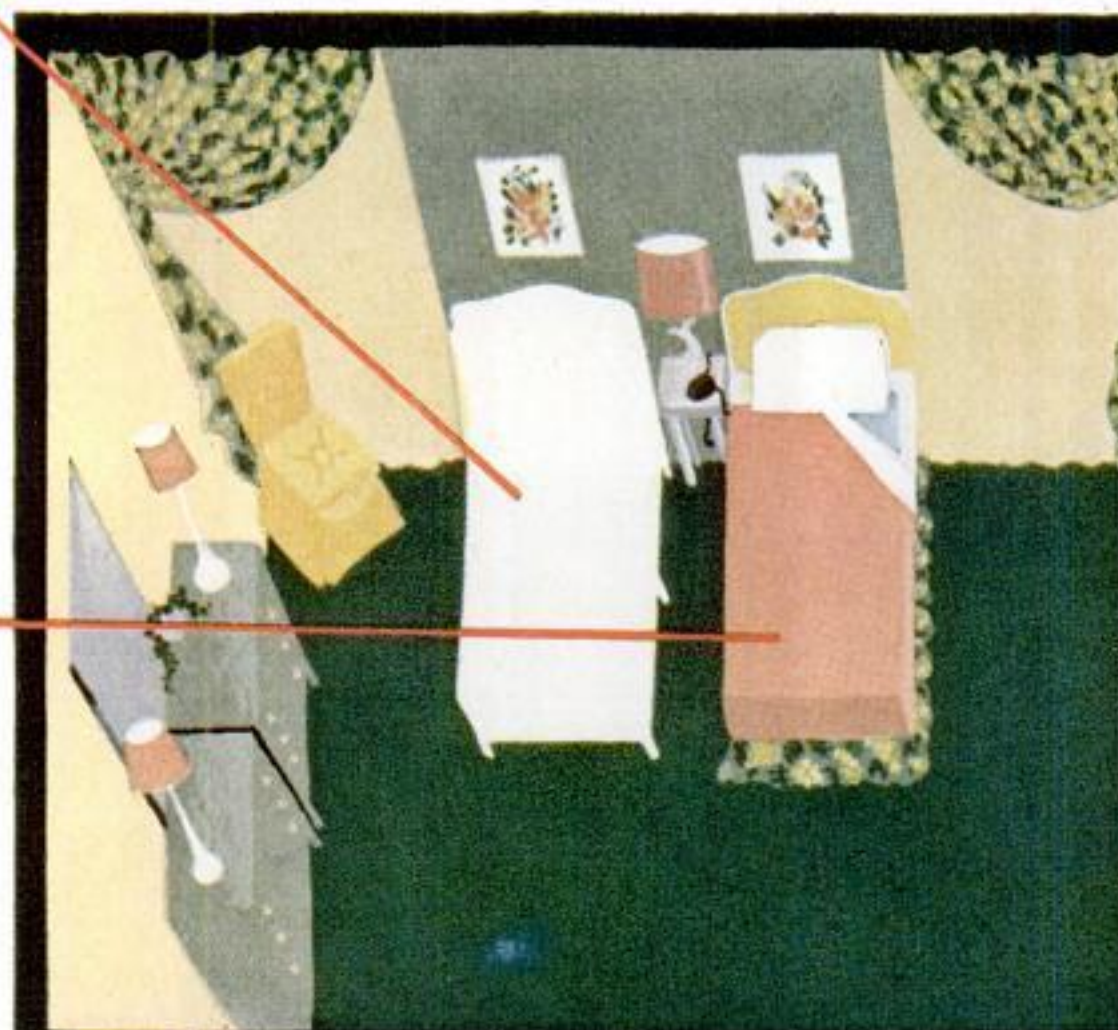
Has a double platform for firmness, deep coil springs for comfort, two stabilizers to prevent side sway. Makes any mattress more luxurious!

ANSWER #7

Simmons' Metal Furniture



Metal beds, dressers, and chairs were always "plain janes" until Simmons modernized them with warm, cheerful oak and walnut finishes!



ANSWER #6

Simmons' Garden Furniture



For expert advice on all your bedding problems, consult your local furniture or department store bedding specialist. All leading furniture and department stores feature the Simmons line.

QUIZ!

How many different ways can Simmons help furnish your dream home?

ANSWER #2

The Simmons Hide-a-Bed

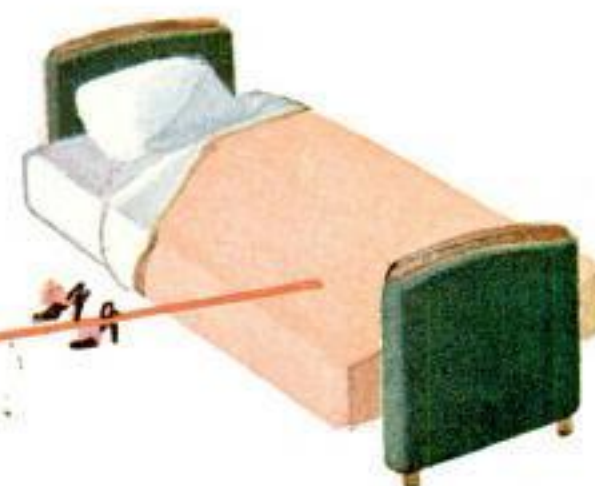
A happy solution to the extra-guest problem! This luxurious Simmons Hide-a-Bed flips open into a long, extra-roomy double bed. Offers you the comfort of a Beautyrest mattress, too!



ANSWER #3

The Simmons Love Seat

A Hide-a-Bed in miniature, this smart-looking Love Seat opens out into a single, full-length bed!



ANSWER #4

The Simmons Lounge

By day, you sit on it—by night, you sleep on it. Simply tip over the back rest of this beautiful Simmons Sofa Bed and you have a comfortable double bed.

ANSWER #5

Simmons' Juvenile Furniture



Not even the baby has been overlooked! Simmons brings you a handsome line of cribs and children's wardrobes, plus scientifically designed crib mattresses—the type that pediatricians recommend.

Makers of the famous Beautyrest® mattress, the world's only Electronic Blanket, and other fine-quality bedding.

SIMMONS

Now more than ever, the "greatest name in sleep"

P. S. Simmons also manufactures furniture and bedding especially designed for hospitals, hotels, tourist cabins, and steamships.

"WE REDHEADED HINCKLEYS NEVER FIGHT (AT BREAKFAST)"



The Herbert Hinckleys
of Hartsdale, New York



My husband, Herb, is all for Post-Tens. And no wonder! "Even redheads are peaceful," says he, "when they can each pick their own cereal." Today Herb chose Post's Bran Flakes—says it's a delicious way to get the bran that helps keep him feeling so fit.



"Wow," said my enthusiastic Johnny at breakfast today, "I could eat Grape-Nuts Flakes forever." He's sold on that Sugarroasted flavor—and I'm sold on the wholesome nourishment in delicious whole-grain Grape-Nuts Flakes.



"Try keeping a family of redheads happy," says Mrs. Julie Hinckley, "then you'll know why POST-TENS top my grocery list. Seven wonderful cereals to choose from—a different cereal every day for *everyone*. Yes, the whole Hinckley family certainly are POST-TENS boosters!"

• Note from the POST-TENS people to blondes and brunettes: You'll love POST-TENS, too! Flaked, puffed, kernalled, and shredded cereals—all of 'em famous favorites. Don't let redheads eat *all* the POST-TENS! Get your red-white-and-blue package of POST-TENS at your grocer's today.



Paul ate two boxes of Corn Toasties this morning—and asked for more! Certainly proves that new Post's Corn Toasties really are fresher, crisper and toastier than ever! And I know they're an important energy food!



Lovable Alice, my 6-year-old, told the POST-TENS photographer: "Yesterday I had yummy Grape-Nuts and today I had yummy Rice Toasties and tomorrow I haven't decided yet."



7 favorite Cereals to please any taste



Post-Tens

3 POST'S CORN TOASTIES, 2 GRAPE-NUTS FLAKES, 1 GRAPE-NUTS, 1 SHREDDED WHEAT, 1 RAISIN BRAN, 1 BRAN FLAKES, 1 RICE TOASTIES



JODY BAXTER (CLAUDE JARMAN JR.) HAPPILY RUBS DOWN FLAG, HIS PARTLY TAMED PET DEER WHOSE LOSS BRINGS TO JODY HIS FIRST REAL UNHAPPINESS

MOVIE OF THE WEEK:

The Yearling

The heart-warming story of Jody and his deer reaches the screen

It took the Metro-Goldwyn-Mayer studios nearly eight years of spasmodic effort to transform *The Yearling*, Marjorie Kinnan Rawlings' story of backwoods life in 19th Century Florida, into a motion picture. The men behind the movie—Producer Sidney Franklin, Director Clarence Brown and Writer Paul Osborn—set themselves one aim: to show how a little boy first faces up to the difficult, often cruel problems of manhood. Their success is complete and their movie, as a result, is important. When Jody is forced to kill the beloved but destructive deer which symbolizes his care-free childhood, nobody who remembers the first

sobering descent of responsibility on his own shoulders can fail to be almost unbearably moved.

Although *The Yearling* tends to become tediously sentimental toward its conclusion and its beautiful scenery sometimes dares to improve on reality, it is nevertheless a stunning production. The photography, the musical score (based on themes by Delius) and the acting of young Claude Jarman Jr. (p. 68), Gregory Peck and Jane Wyman are beyond reproach. In *The Yearling* the cinema, which produces art a good deal more often than its detractors will admit, has caught something which even the highest art can find elusive: a bit of life.

"The Yearling" CONTINUED



PENNY BAXTER (GREGORY PECK) IS PLEASED BUT HIS HARD-BITTEN WIFE (JANE WYMAN) IS ANNOYED BY THEIR SON JODY'S ADOPTION OF A YOUNG FAWN AS HIS PET



GOING HUNTING, Jody is an enthralled disciple of his father as they follow their dogs on the trail of Old Slewfoot, a vicious and murderous bear they once corner but never manage to kill. On one excursion Penny is bitten by a rattlesnake and nearly dies.



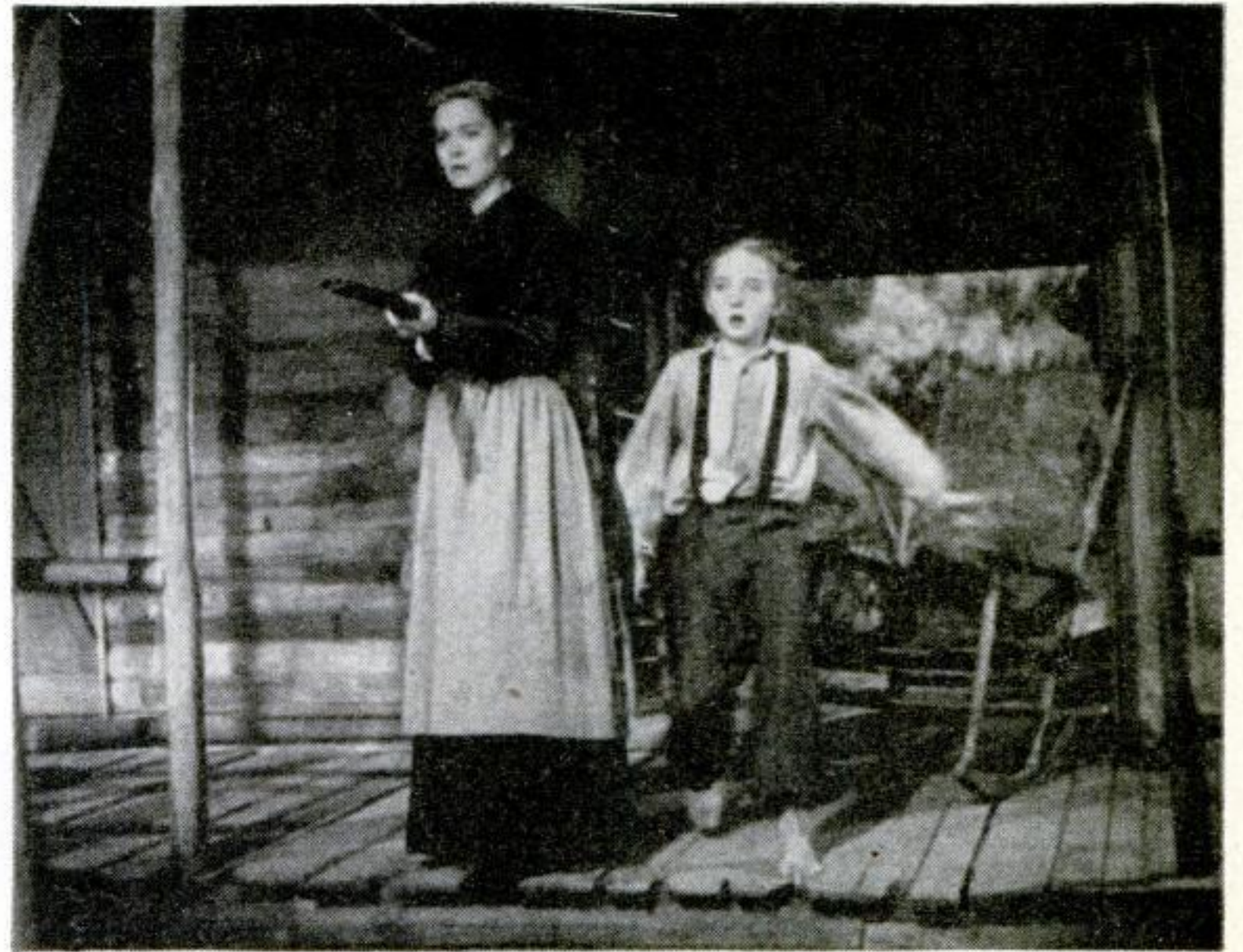
IN THE VILLAGE, Mr. Boyles, the shopkeeper (Henry Travers), gives Jody a mouth organ Penny cannot afford to buy him. One of *The Yearling's* finest facets is its understanding of the sometimes stern, sometimes tender relationship between father and son.



WHEN FODDERWING (BELOW) DIES, THE FEUDING FORRESTERS AND BAXTERS MAKE PEACE AT HIS GRAVE BECAUSE HE AND JODY WERE EACH OTHER'S BEST FRIENDS

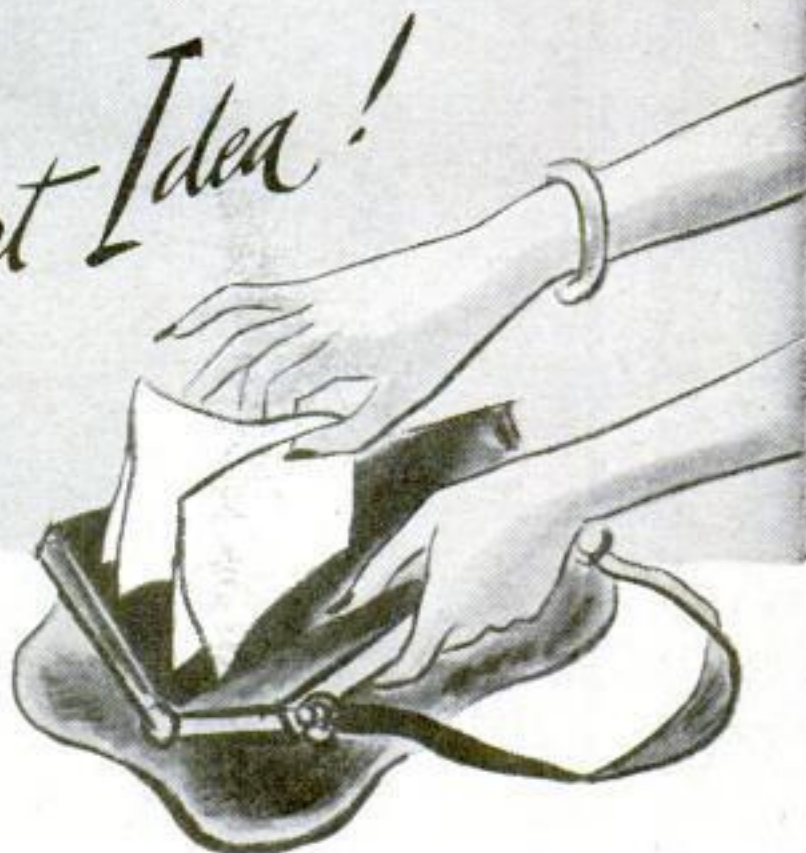


JODY'S FRIEND FODDERWING (Donn Gift) is a cripple with a touch of the poet about him. He has many pets and talks about them so imaginatively that even the prosaic Jody wants one of his own. Before he dies, Fodderwing christens Jody's deer Flag.



MA WOUNDS FLAG which, grown into a leggy yearling, repeatedly destroys the family's crops. Jody has tried in vain to lose him in the woods. Finally Jody resignedly loads the gun, follows the wounded deer into the cow patch and ends its suffering.

Such a Smart Idea!



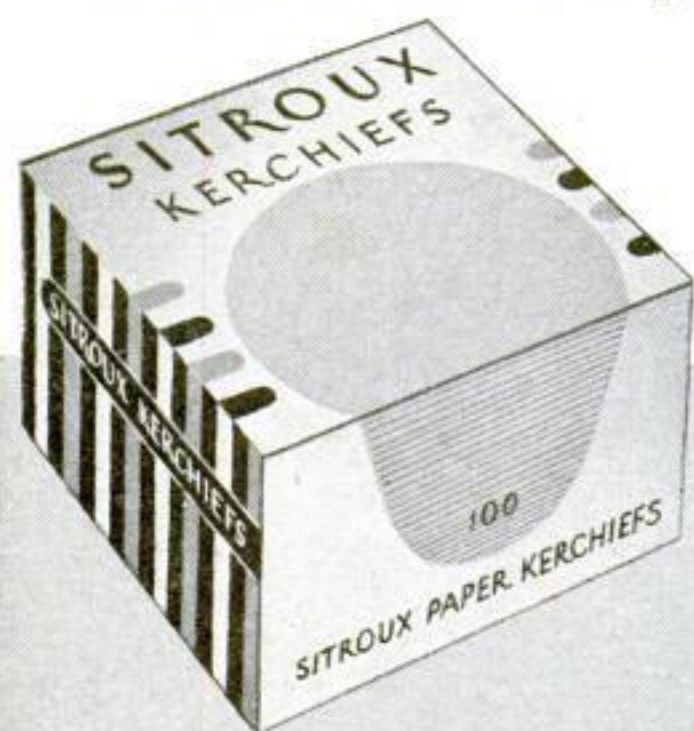
Save your fine linen
Hankies with Dainty
SITROUX KERCHIEFS

Once you've discovered these soft, disposable hankies—pure white . . . full handkerchief size . . . and folded like a handkerchief—you'll never be without several in your handbag. Saves your best hankies from lipstick, powder, and constant laundering.

They're more than practical, too! With their pretty embossed border, they look like linen . . . feel softer than most linen handkerchiefs.

Smart women say that Sitroux Kerchiefs are grand travelers . . . banish away-from-home laundering worries. The little Sitroux Kerchief box fits in the smallest traveling-case.

P. S. Sitroux Kerchiefs are a happy substitute for cocktail napkins.



SITROUX
... SAY SIT-TRUE
KERCHIEFS

Made by the makers of SITROUX TISSUES



*It's a
Gift*

ZIPPO
Windproof
LIGHTER

The Lighter that made the World Lighter-Conscious
ZIPPO MFG. CO., BRADFORD, PA.

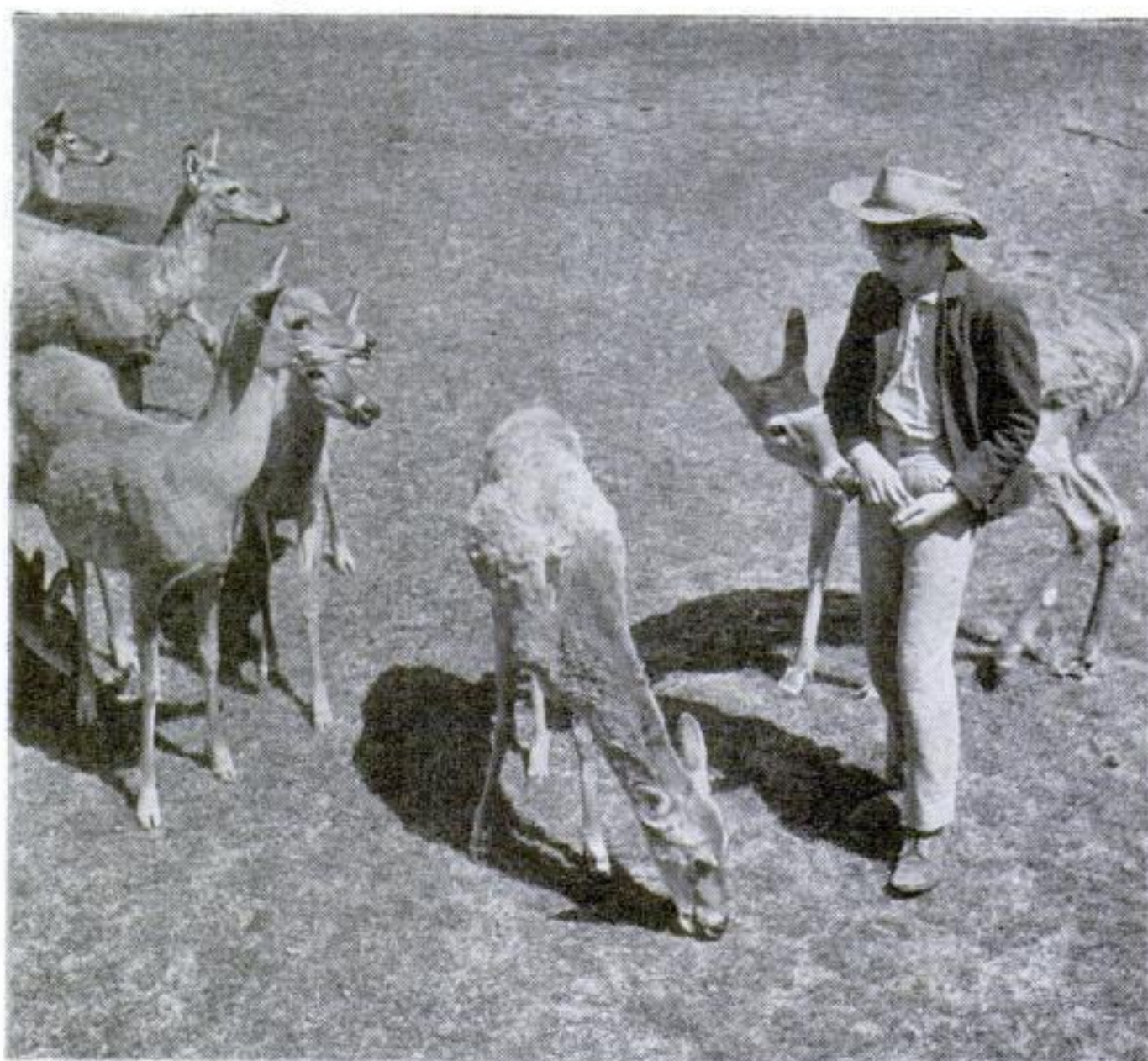
Streamline Silverlike Case \$2.50. Facsimile of any signature or three initials, \$1.00 extra. Also sports motifs, fraternal or club emblems, special designs available.

Exquisite Engine Turned Case in 14K Gold \$175 or Sterling Silver \$20; Plain Gold Case \$165. Plain Silver \$15 (plus 20% Federal tax).

ORDER FROM YOUR FAVORITE DEALER

LIFETIME GUARANTEED — NO ONE EVER PAID A CENT TO REPAIR A ZIPPO

"The Yearling" CONTINUED



CLAUDE JARMAN FEEDS a number of *The Yearling's* 126 deer. Baby deer grew so fast new ones had to be used each time Flag was shown as a weanling.

CLAUDE JARMAN WENT TO HOLLYWOOD BECAUSE OF HIS LONG YELLOW HAIR



DIRECTOR CLARENCE BROWN

Claude Jarman Jr. comes from Nashville, Tenn., where his father used to be an accountant for the Nashville, Chattanooga and St. Louis Railroad. Two years ago, when Claude was 10, Clarence Brown, director of *The Yearling*, was combing eight Southern states in search of a boy to play Jody in his movie. Posing as a school-building inspector to disguise his Hollywood connections, he spotted Claude late one afternoon in a fifth-grade classroom.

Perhaps Brown might have overlooked his future star if extensive Boy Scout interests and a heavy program of going to the movies had not kept Claude away from the barber's for more than a month. As much as anything else, his unshorn blond hair got him the job. Once Claude had been screen-tested and signed to a contract, the Jarmans moved bag and baggage to Los Angeles, where Claude became Brown's special protégé. This pleased him, for Brown is a graduate of the University of Tennessee, on whose football team it is Claude's desire to play quarterback before he settles down to a life of farming with "a deer and an ole dog" for pets.

In making *The Yearling* it was necessary for Claude to become good friends with Flag, the yearling deer that appears in the movie. He first won the confidence of the animal's mother before her offspring was born and from there on everything was easy. Claude and Flag became so attached to one another that the scene in the movie where Jody tries to drive his pet away by throwing stones took two days to record on film just because Claude could not bring himself to be really mean to Flag.

Claude enjoys Hollywood but has been heard to rate the looks of movie stars below those of the girls from home. "In Tennessee the girls have a more natural beauty," he says. Claude's favorite actress is Elizabeth Taylor. He saw her seven times in *National Velvet*, was delighted to learn that Clarence Brown had directed it. He is crazy about orange juice and hamburgers but fickle about girls ("Oh, it's one one day and another another day"). Even so his studio is encouraging a fan-magazine romance with Margaret O'Brien, his future co-star in *The Secret Heart*. Claude, who is a Southern gentleman if ever there was one—forever taking off his cap and bowing and saying, "Yes, sir," and "No, ma'am"—responds with a proper mixture of gentility and embarrassment when the subject of his "girl" is brought up. "Oh, I guess I kind of like Margaret O'Brien," he says, squirming in his chair.



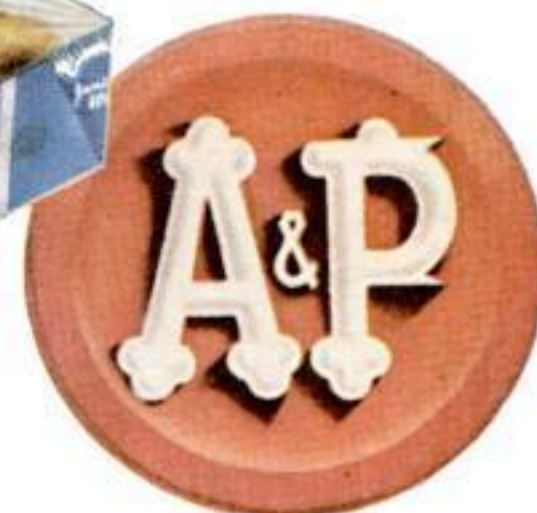
Invited to the Best Parties

It's only natural that Jane Parker Donuts grace the table at the finest parties. For these favorites . . . light, tender and delicious . . . are always in big demand at refreshment-time. Jane Parker Donuts are rich with home-made goodness, and they're guaranteed fresh by the freshness date right on the package. Try them yourself . . . see why over 3,000,000 are enjoyed every day. Sugared or plain.

AT ALL A&P FOOD STORES . . .
Except on Pacific Coast



Jane  *Parker* **DONUTS**



Reflection of Good Taste!

*"Now, there's
a man I'd like to meet!"*



Well, he's on his way, and he's coming *her* way!
And when a man has That Wonderful Seaforth Feeling,
anything can happen! He knows the importance of
looking, and feeling, equal to any opportunity...
And Seaforth gives him every advantage!



SUIT BY MONTE-SANO



Eleven Handsome Gift Sets
for masculine good grooming, \$2 to \$7
plus tax. Set F (illustrated)—Shaving
Mug, Shaving Lotion, Men's Talc, Hair-
dressing, Men's Soap... \$5 plus tax.



Success tip for men: You'll go farther, faster, when your
grooming goes beyond the shave-and-shower minimum.
Seaforth's heather-fresh requisites for successful groom-
ing put you at your best... and keep you that way.
Alfred D. McKelvy Co., 10 Rockefeller Plaza, New York 20

Shaving Mug
Shaving Lotion
Men's Talc
Men's Deodorant
Hairdressing
Men's Cologne
Men's Hand Soap
Liquid Shaving Soap
\$1 each plus tax

Seaforth!
FOR MEN
Who Reflect Good Taste



MODEL EXHIBITS A SMART SUIT MADE BY EMILY WILKENS, A TOP AMERICAN TEEN-AGE DESIGNER, FROM SIMPLE PATTERN CHALKED ON ARMY BLANKET (REAR)

BLANKET FASHIONS

Army's spare bedcovers become clothes for the needy in Europe

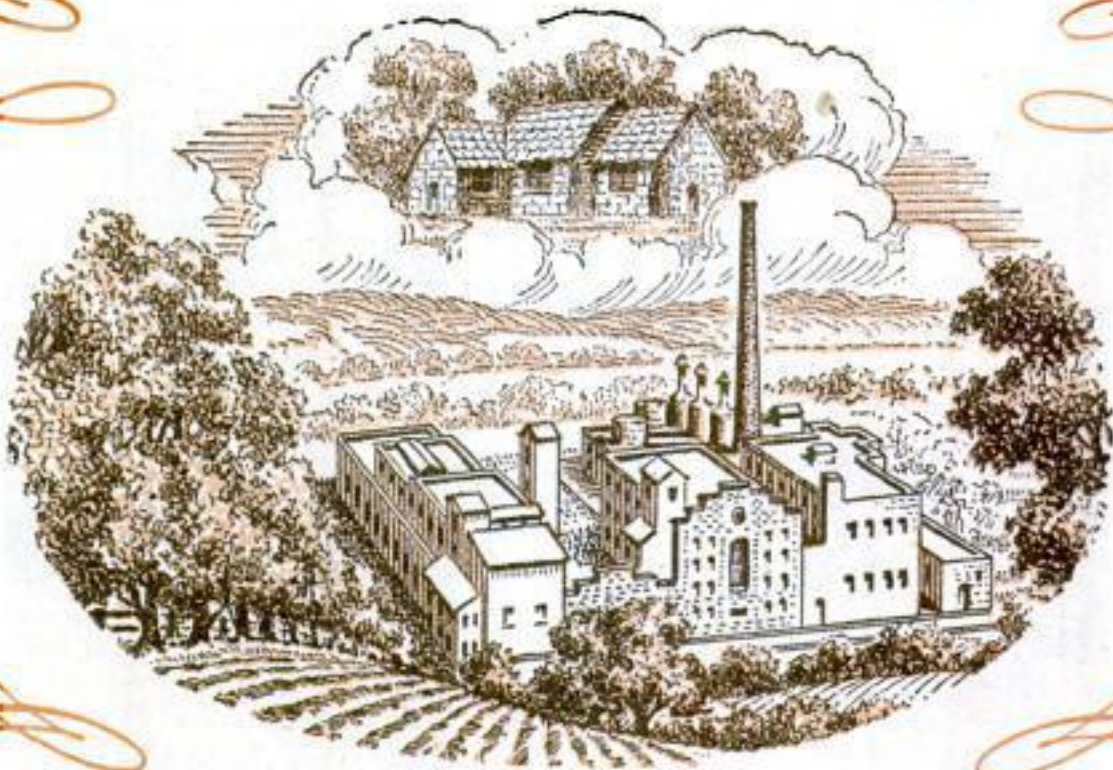
The warm suit on the girl above is an old U.S. Army blanket made over by one of America's top dress designers. Faced this winter with an urgent European clothing shortage, the American relief agency CARE decided to capitalize on the supply of surplus Army blankets. It got U.S. dressmakers to design attractive clothing from blankets in ways so simple that amateur European seamstresses, by following instructions, can cut a coat from a

single blanket and top it with a hat from scraps.

Now, for every \$10 contributed to CARE by Americans, the agency ships two Army blankets in a package that also includes thread, pins and even a thimble. More than 30,000 olive-drab blankets are ready to go to Europe. Army equipment was first used by CARE last spring when it shipped left-over GI rations to the starving in European countries, each package complete with a can opener.

THOSE IN THE KNOW ~ ASK FOR

OLD CROW



*The world has beaten a path
to its door for more than a
hundred years*

Around the little spring-house where Old Crow
was born has grown up a great modern distillery.
And the fame of Col. James Crow's whiskey
has become world-wide.



Kentucky Straight
BOTTLED · IN · BOND



A Truly Great Name

AMONG AMERICA'S GREAT WHISKIES

Kentucky Straight Whiskey • Bourbon or Rye • 100 Proof • National Distillers Prod. Corp., New York

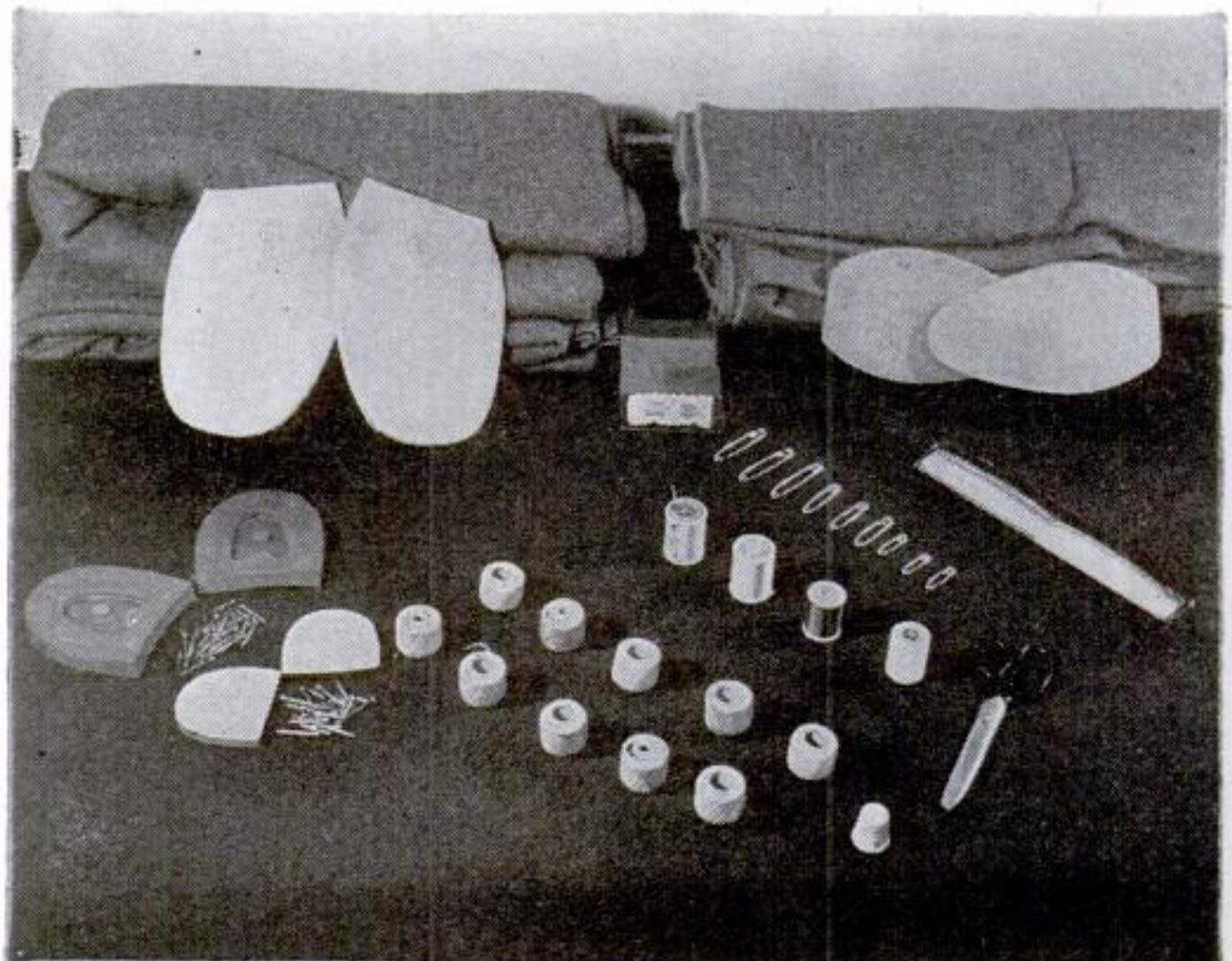
Blanket Fashions CONTINUED



SAFETY PINS in groups of three keep wintry winds on the outside of this olive-drab coat designed by Claire McCardell. Lilly Daché made up the cloche.

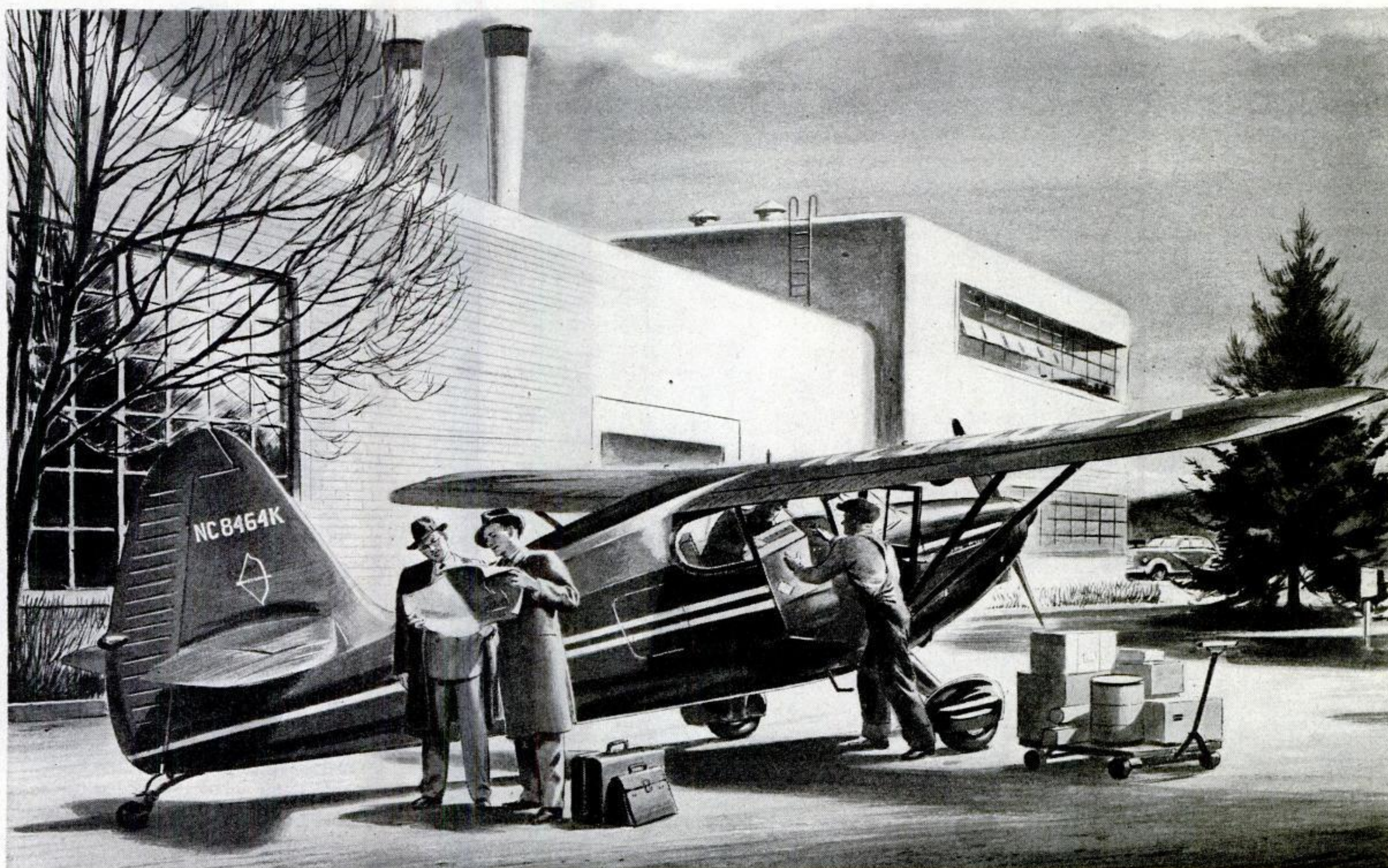


MATCHING HOOD was salvaged from blanket scraps for this maroon-dyed coat designed by Eta. Designers were rounded up by New York Dress Institute.



BLANKET PACKAGE includes thimble, scissors, darning cotton, thread, pins, needles, plus a bonus: a comb, pair of shoe soles and heels, shoe nails.

Presenting America's first personal "cargo" plane



Flying businessman prepares to take off from company runway in his Stinson Flying Station Wagon to cover his 3-state sales territory.

...the new STINSON "Flying Station Wagon"!

NOW, FOR '47, Stinson presents *another* outstanding 21st Anniversary plane in addition to the luxurious 4-place Voyager.

The second thrilling new plane is the husky Stinson Flying Station Wagon—America's first "workhorse" personal plane—a "fly-anywhere" plane with all the comfort features, dependability, and inherent stability of the famed Voyager.

If you're a flying businessman, you'll welcome this superb carry-all plane.

If you're a farmer or rancher, the Flying Station Wagon is just what you need for hurry-up trips to get equipment parts and other "needed-now" supplies. And on vacation, hunting, or fishing trips, there's room for all the duffle you'll want to take along. Rear seats readily replaceable to make it a four-place plane. Like the de luxe Voyager, this new Stinson is . . .

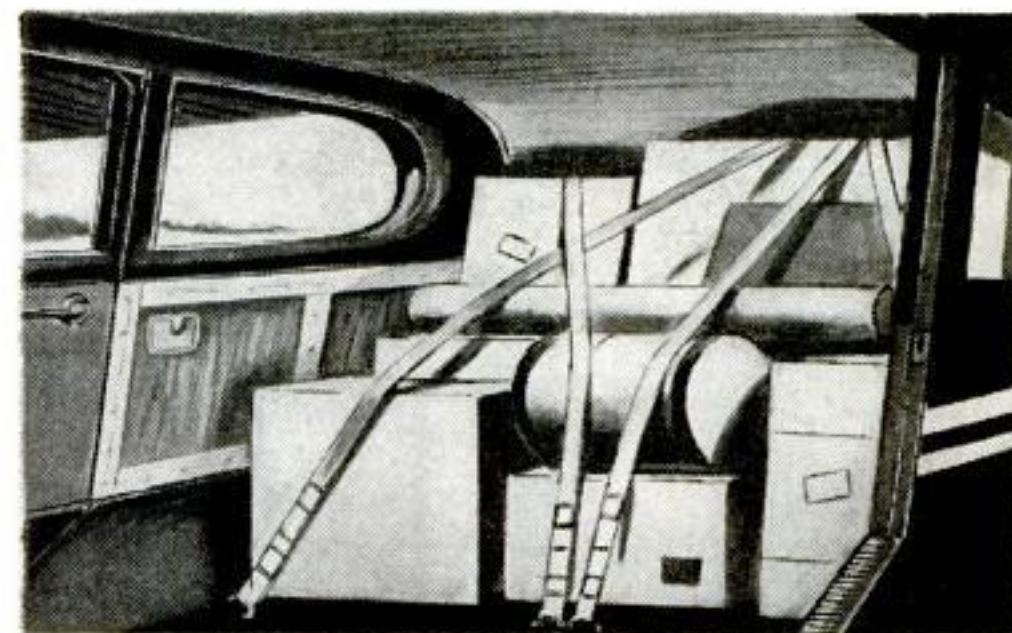
a proved personal plane—improved for '47!
The Flying Station Wagon carries a useful load of

1006 lbs. . . . cruises at 125 m.p.h. . . . maximum speed, 133 m.p.h. . . . flying range, 500 miles . . . take-off run, only 620 ft. . . . rate of climb, 650 f.p.m. . . . service ceiling, 13,000 ft. . . . stops in 290 ft. after landing.

Flaps for quick take-offs and slow, short landings . . . built-in wing slots for safety. Inherently spin resistant. Two-way radio, with dome loud-speaker. Starter, hydraulic brakes, soundproofed cabin, and many other de luxe features.

See your Stinson dealer—today. Fly the new Flying Station Wagon—learn how easily you can buy it—how economical it is to own.

Write for illustrated brochure to Stinson Division, Consolidated Vultee Aircraft Corporation, Wayne, Michigan.



The Stinson Flying Station Wagon is your own personal "cargo" plane! Reinforced cargo compartment (24 cu. ft.) in 2-tone plywood paneling, equipped with tie-down straps. Capacity: pilot and 600 cargo pounds, or pilot, 1 passenger, and 500 cargo pounds. The two rear seats can be replaced in 5 minutes' time.

Stinson

FOR 21 YEARS—AMERICA'S
GREATEST NAME IN PERSONAL PLANES



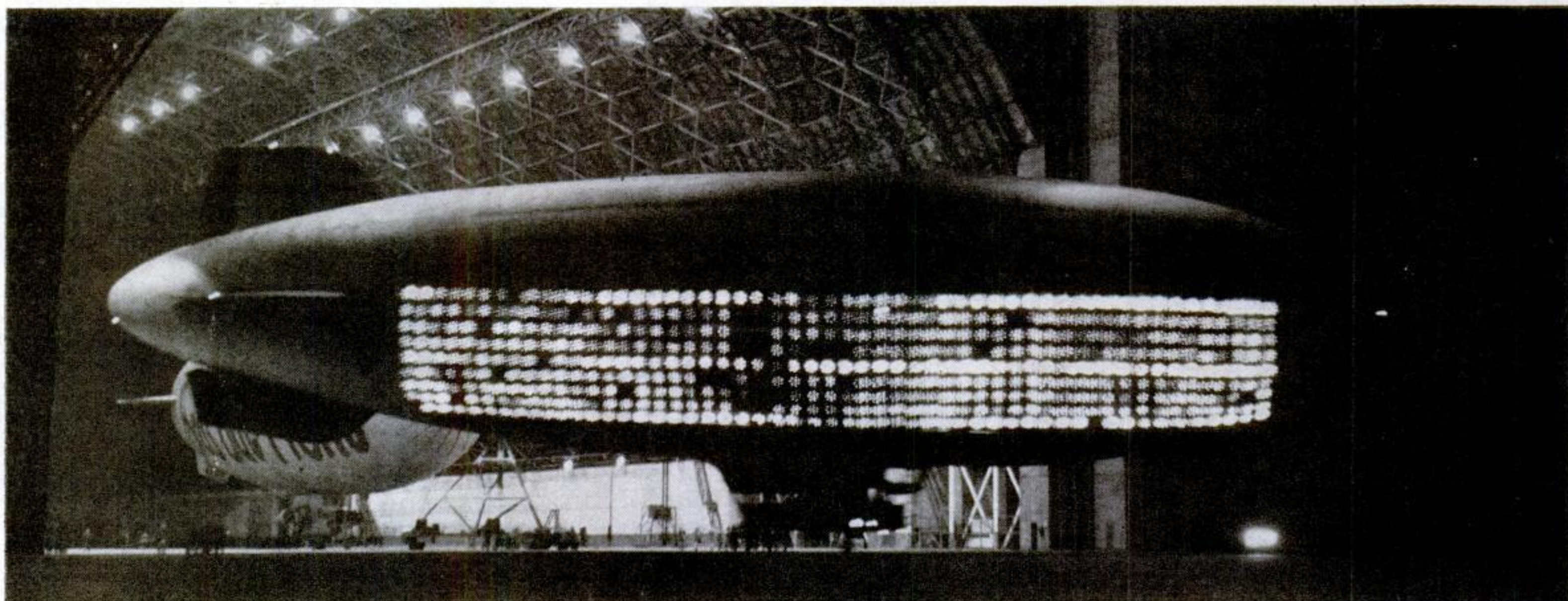
SIGNS IN MANHATTAN SKY ARE MADE BY BLIMP FLYING PARALLEL TO HUDSON RIVER. PICTURE SHOWS FOUR DIFFERENT SIGNS AND 10 POSITIONS OF BLIMP AS IT

BILLBOARD BLIMPS

World's biggest signs fly up and down over the Atlantic seaboard

Every clear night many of the 25,000,000 citizens of the Middle Atlantic states see huge electric signs hanging in the air. These signs are carried by converted Navy blimps whose sides have been fitted with 11,000 light bulbs which spell out in running letters the virtues of Ford cars or M-G-M movies. The blimps are operated by New York Sign King Douglas Leigh, who got three of them from the government for \$10,000 apiece—1/40 their original cost.

Leigh bought the blimps because they were the most spectacular way to carry advertising to the maximum number of potential customers. To condition them and equip them with signs cost \$60,000. Then he hired ex-Navy crews to fly them, looked for advertisers. Ford and M-G-M quickly signed up at \$19,000 per month per blimp. Heartened by such quick acceptance, Leigh has bought 25 more blimps with which he hopes to cover the whole U.S.

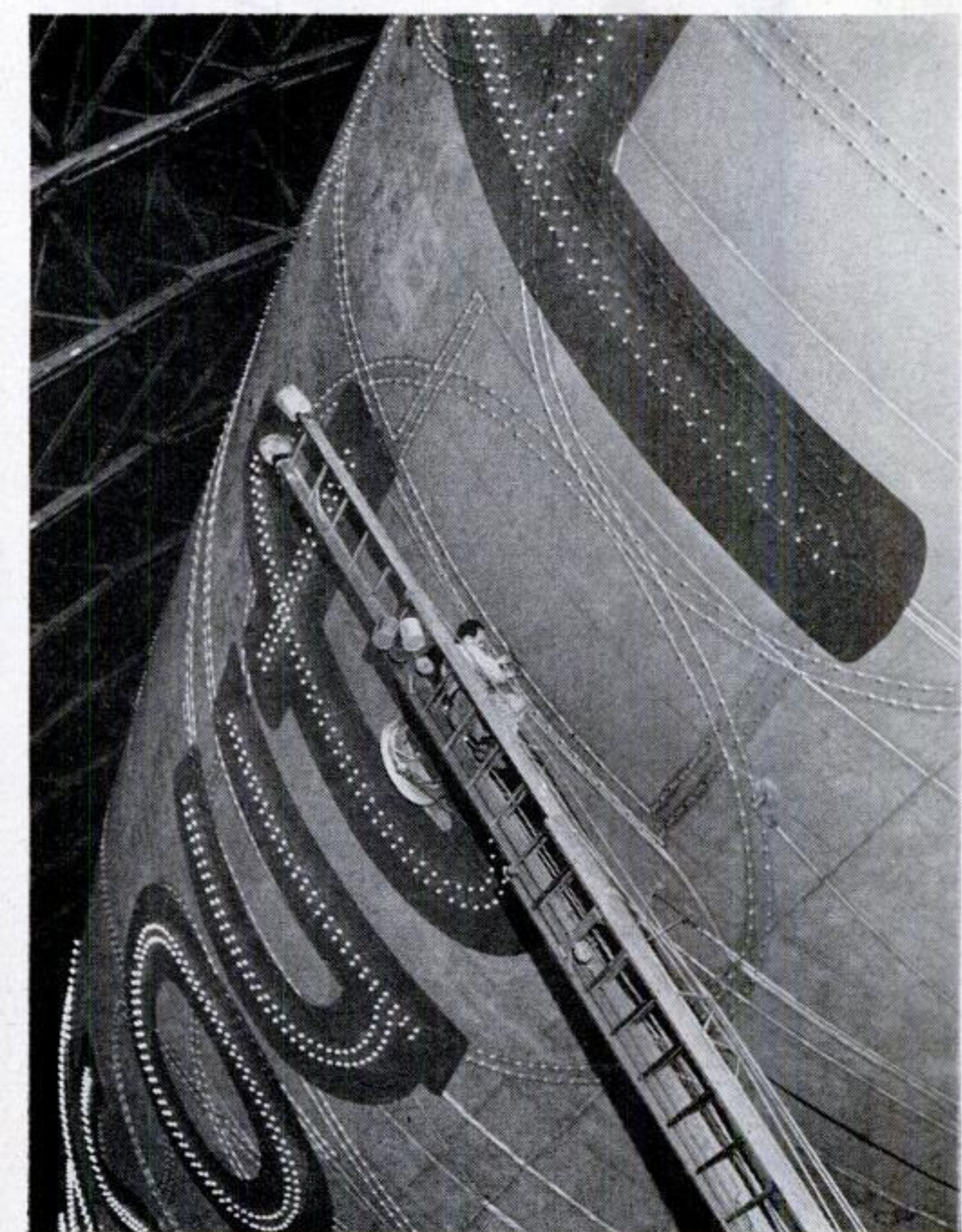


WITH ALL LIGHTS ON in a check for burned-out bulbs, M-G-M blimp is backed into hangar at Lakehurst, N. J. Up in sky, lights flash on and off to form words which

move along side of blimp from right to left. Signs can be read from three miles away. Bulbs are arranged in clusters of 10 each. At 1,000 feet a cluster looks like one light.



MOVED FROM 60TH STREET (LEFT), TO EMPIRE STATE BUILDING (RIGHT)



REPAIR WORK on side of blimp is done by a member of maintenance crew working from extension ladder. Ladder, held tight at base, does not touch blimp.

CONTINUED ON NEXT PAGE

The Flavor's All Yours...

when you smoke
PHILIP MORRIS!



**CLEAN, FRESH,
PURE . . .**

**America's
FINEST Cigarette!**

The full, rich, *natural* flavor of the world's finest tobaccos—yes, it's ALL yours to enjoy in *every* PHILIP MORRIS you smoke! And here's why . . .

There's an *important difference* in PHILIP MORRIS manufacture that lets the FULL FLAVOR come through for your *complete* enjoyment—clean, fresh, pure!

That's why PHILIP MORRIS *taste* better . . . *smoke* better . . . *all day long!*

**CALL FOR
PHILIP MORRIS**

ALWAYS BETTER...BETTER ALL WAYS



*Yours for a
Glorified Lifeline*

...with *Life's* magic fit above and below!

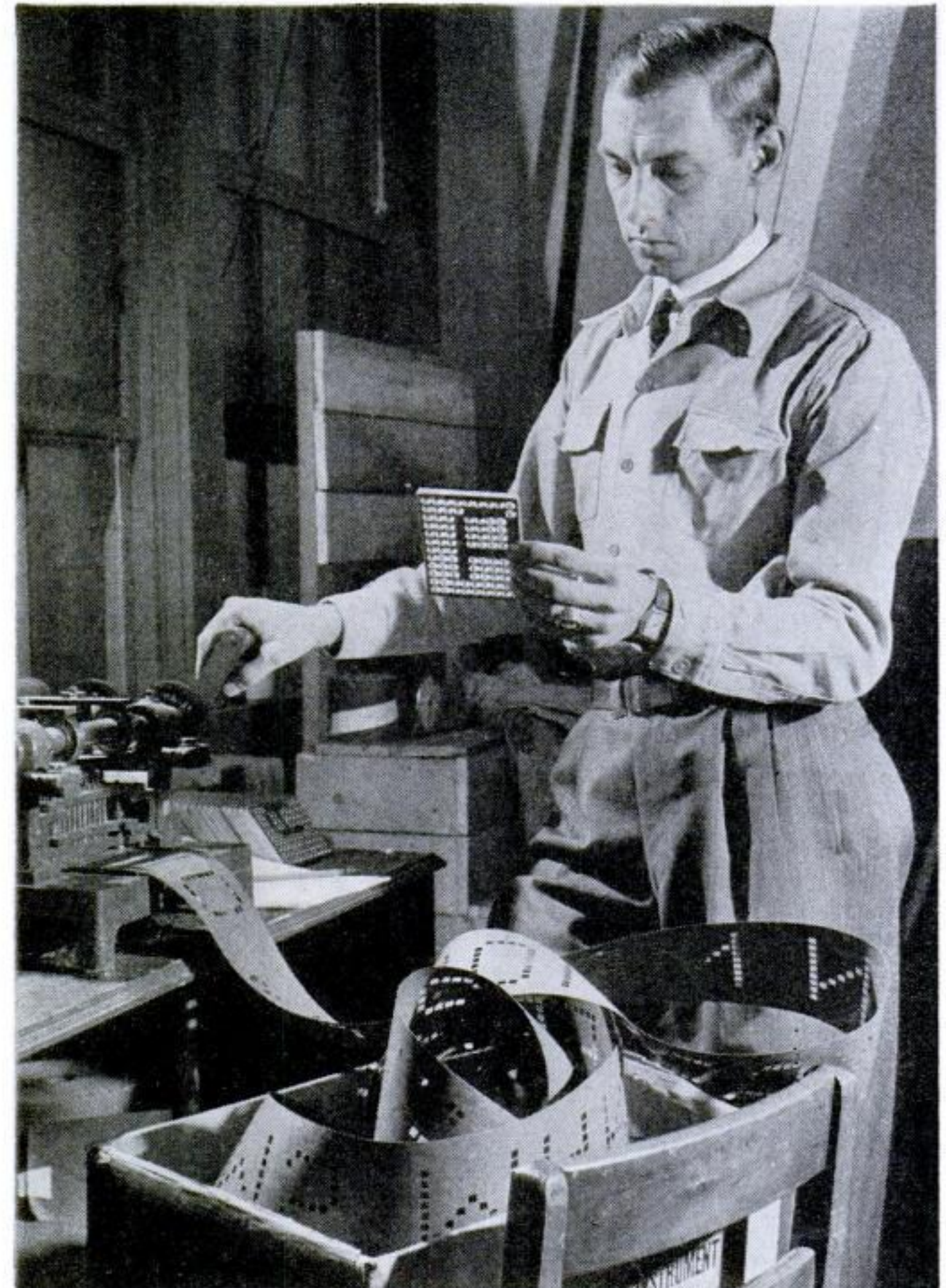
One look tells you: No other bra and girdle could fashion your figure line to such perfection all the way. Because only Life-Bra and Life-Girdle are so cleverly designed to *work together*—above the waist and below. They fit because they're *tailored-to-fit*. See the proof today, at any of the better stores and shops. Look for the Formfit label, your assurance of quality—in fit, fabric, long life.



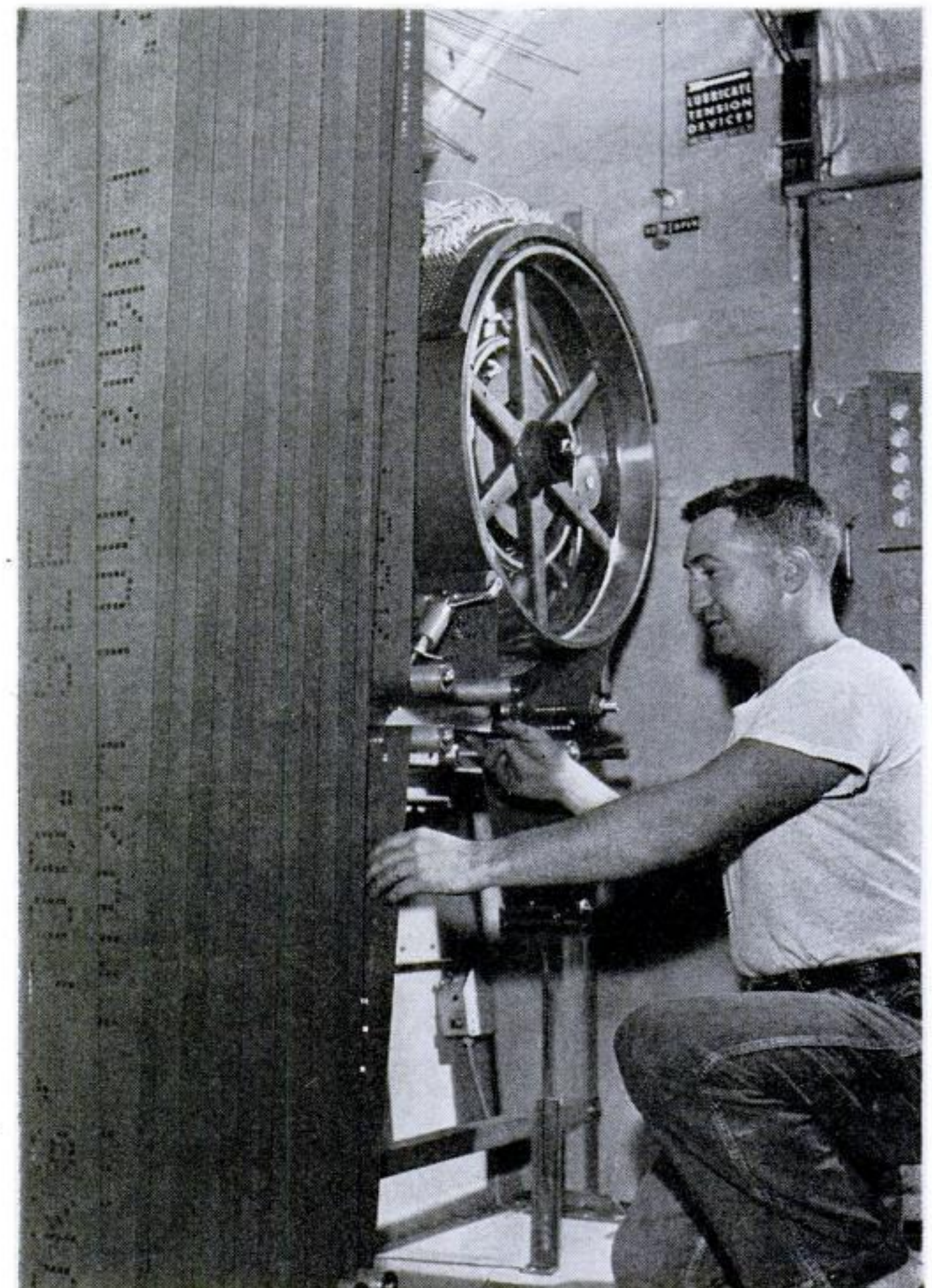
Life-Bra Above—the bra with the magic-fitting quilted cushions . . . Lifts, Molds, Corrects and Holds—all at once. \$1.25 to \$3.50.

Life-Girdle Below—the girdle with quilt-stitched front panel . . . fits you to perfection with elastic comfort and tailored-in material control. \$7.50 and up.

THE FORMFIT COMPANY, CHICAGO, NEW YORK



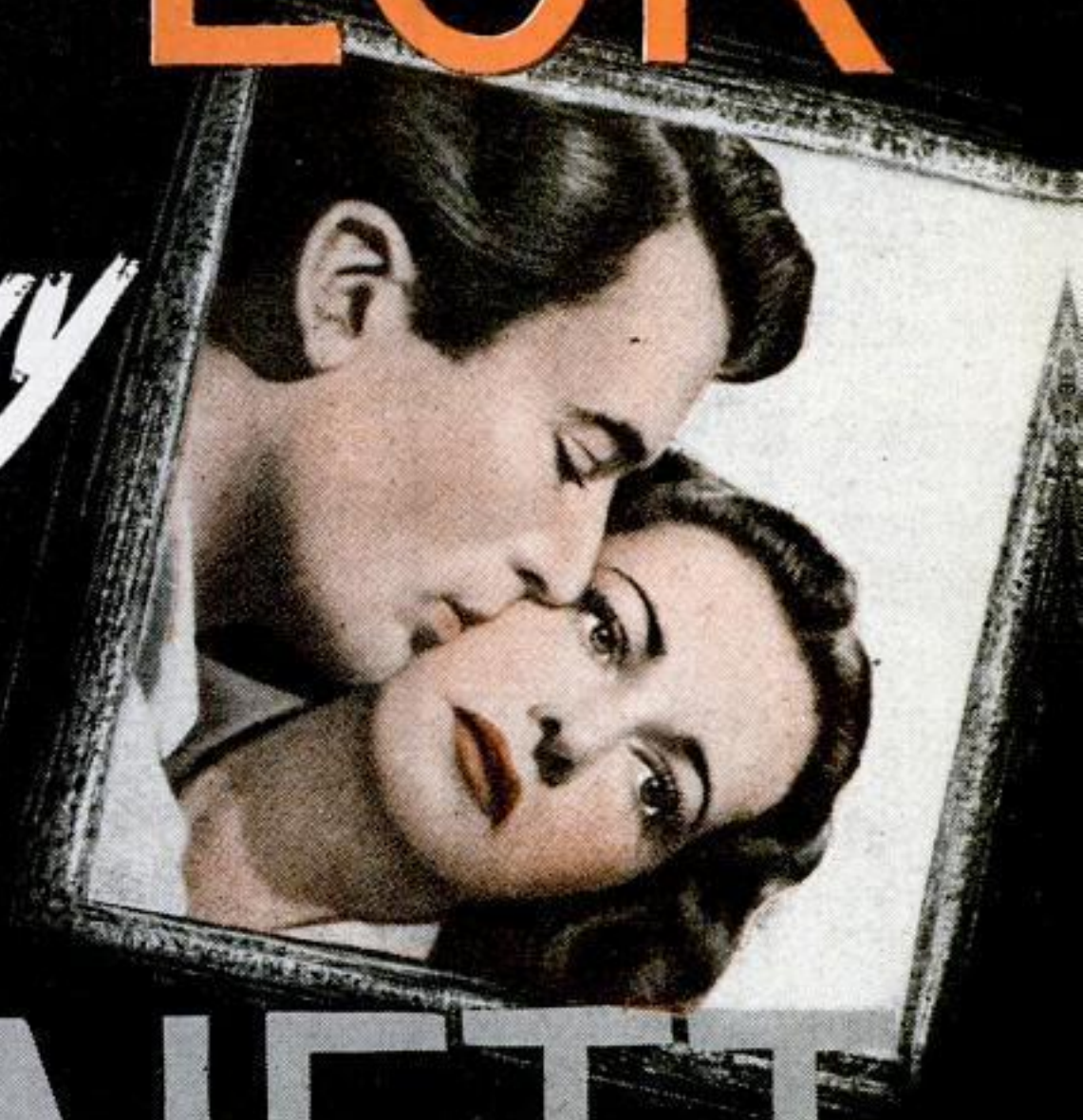
LETTERS forming words of Ford slogan are punched in paper tape. Man is holding a punching template. It takes 125 feet of tape to spell out Ford slogan.



INSIDE BLIMP, tape (left) with the Ford slogan passes around wheel (center). Electric charge on wheel goes through holes in tape, lights up sides of the blimp.

GREGORY PECK

*makes that Hemingway
kind of love to*



JOAN BENNETT

IN

"THE MACOMBER AFFAIR"

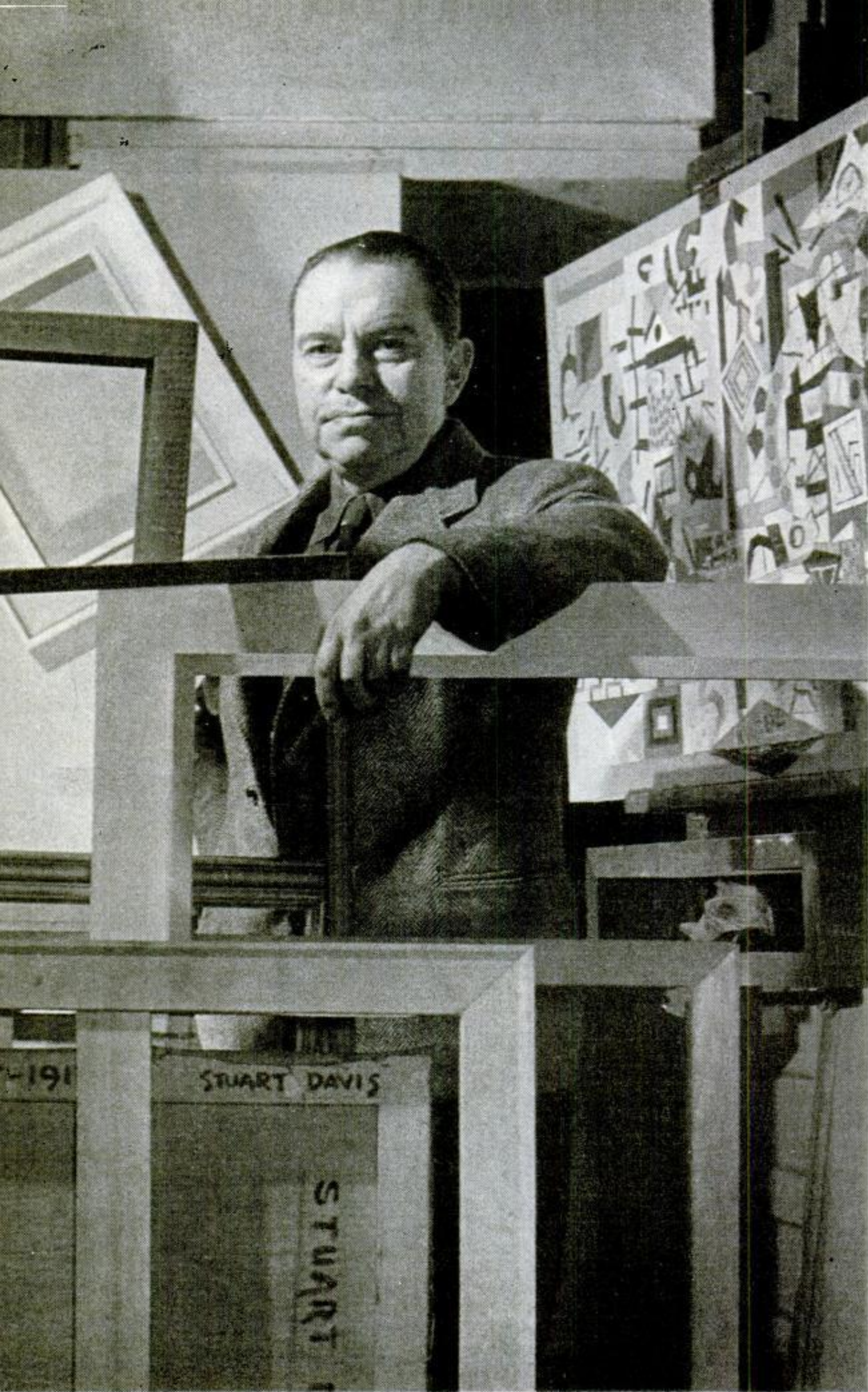
Only Ernest Hemingway,
author of "The Killers"
and
"For Whom the Bell Tolls"
could have written
of love like this!

Also starring

ROBERT PRESTON



Benedict Bogeaus presents GREGORY PECK · JOAN BENNETT in Ernest Hemingway's "THE MACOMBER AFFAIR" also starring Robert Preston
with Reginald Denny · Jean Gillie · Produced by Benedict Bogeaus and Casey Robinson · Directed by Zoltan Korda · Released thru United Artists



STUART DAVIS, a systematic, matter-of-fact man, paints from memory in his Manhattan studio, surrounded by a vast clutter of partially finished canvases.

WHY ARTISTS ARE GOING ABSTRACT

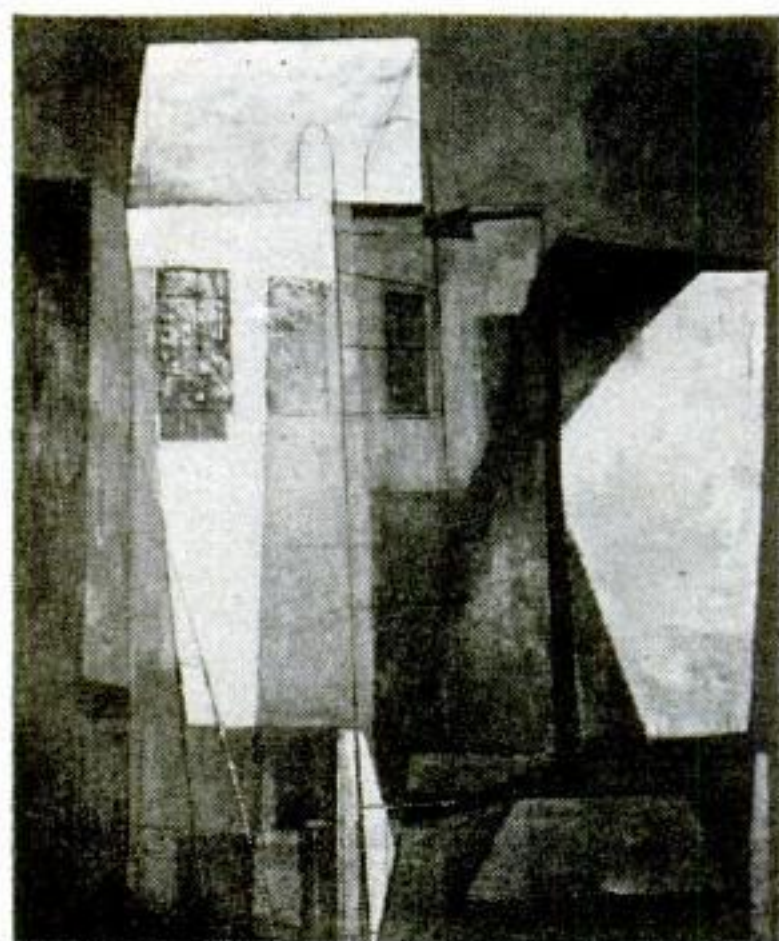
The case of

STUART DAVIS

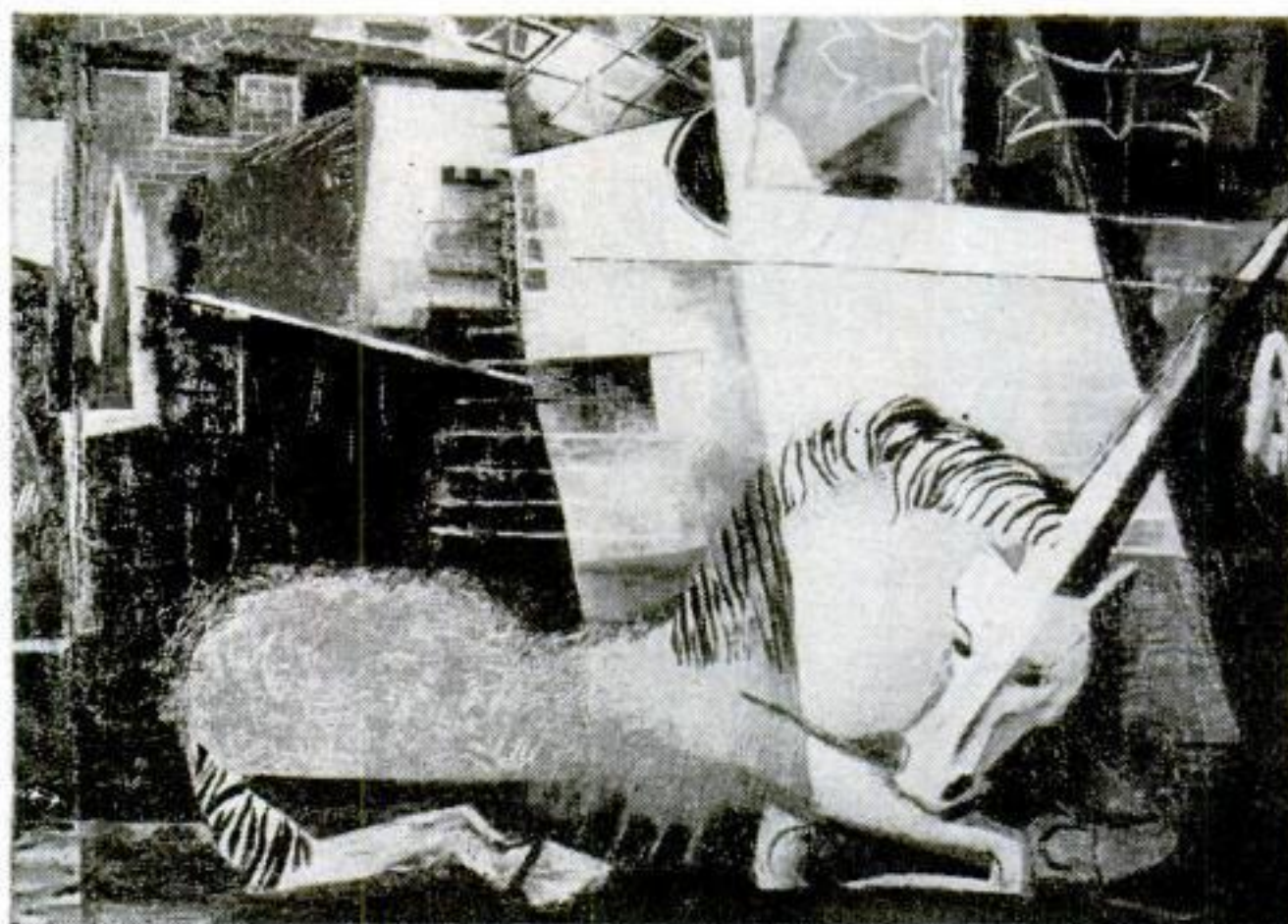
In 1927 Stuart Davis, a well-known New York artist, decided to dispense with complicated subject matter in his paintings. He nailed an electric fan, a rubber glove and an eggbeater to the top of an old table and for an entire year used this group as his model. To the average man who thinks of a picture as a reproduction of a beautiful or memorable scene, this curious undertaking on the part of an established American painter might seem to have been an act of madness. But Stuart Davis, who had painted many a literal canvas in his earlier years, knew what he was about. He wanted a simple subject that would permit him maximum leeway to improvise with patterns of line and color in pictures like that on the opposite page. He was interested not so much in copying nature as in making his canvases into decorative compositions that might provide a spot of color and intricate geometry when hung on somebody's wall. To him the important thing about a painting was not its subject but the painting itself, and all paintings consist fundamentally of paint more or less tastefully applied to canvas.

The esthetic idea that Davis was pursuing is now a well-known formula among American artists, who refer to it as abstraction. It is so well known that it is continually used even in such popular mediums as posters and smart advertising layouts. Abstract art is sometimes so completely abstract that its subject is no longer recognizable in the painting. More often it contains vague references to real objects which are distorted and simplified in order to provide a decorative pattern. Sometimes elements of abstraction can be found in a comparatively realistic painting where the artist has suppressed certain details of realism in order to get a pleasing effect of color or form that does not exist in his model. Practically all painters use abstraction in varying degrees. Painters who are abstractionists, like Davis, use a great deal of it. At the moment abstraction seems to be sweeping American art. Recent exhibitions from New York to the

[Text Continued on Page 83](#)



OSVER'S "MAJESTIC TENEMENT"



FRANK DUNCAN JR.'S "UNICORN" WON THE FIRST PRIZE

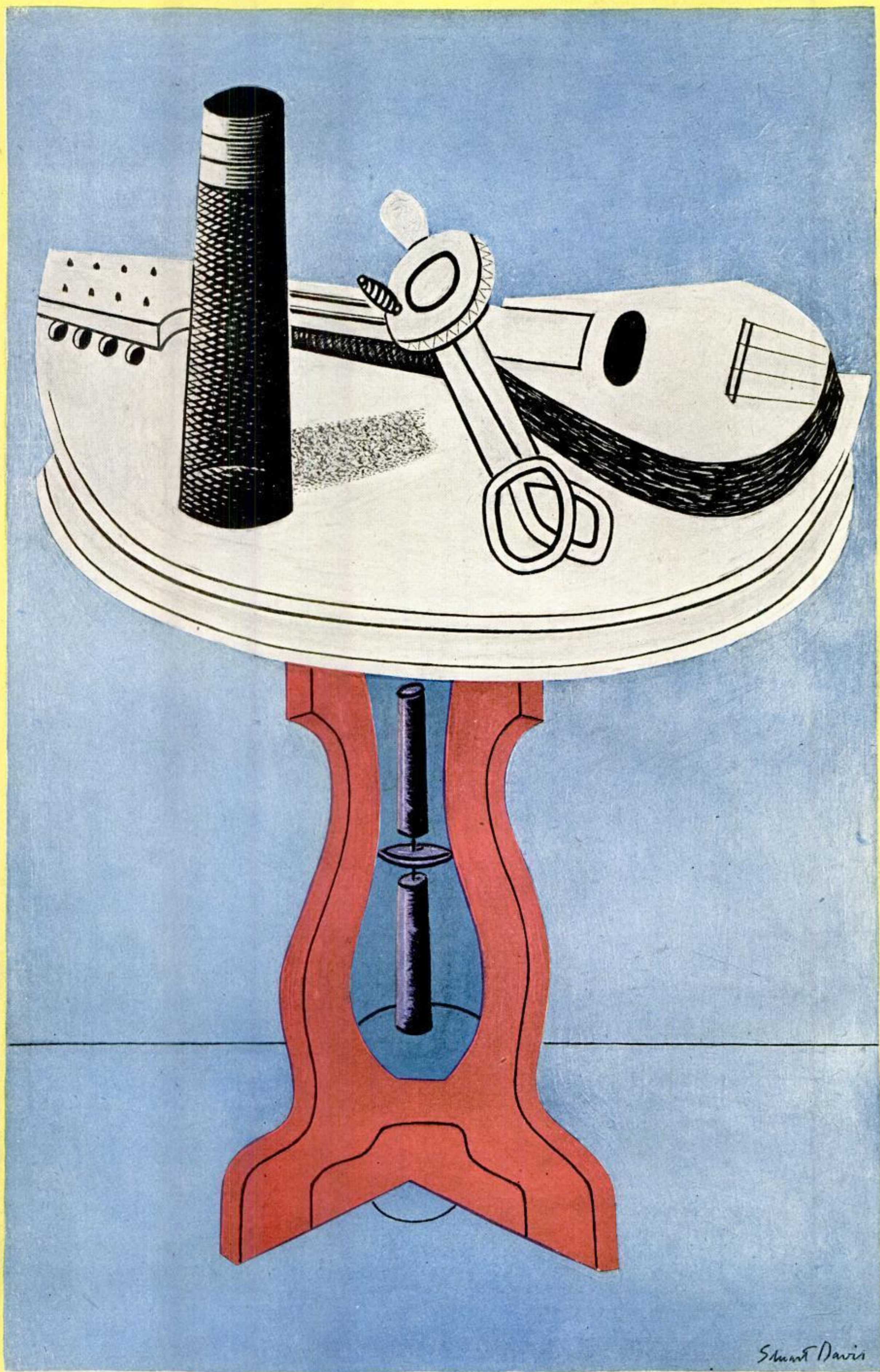


FELIX RUVOLO'S "ALERT ONE"

SEASON'S CRITICS' SHOW EMPHASIZES TREND TOWARD ABSTRACTION

The American trend toward abstract art was sharply emphasized this season in New York City at the art critics' show held in the usually conservative Grand Central Art Galleries. The pictures for this show were carefully chosen from the work of young and less well-known American painters by a jury consisting of

16 prominent New York art critics. Of the paintings chosen for hanging, more than one third were abstractions. Of the six paintings which won top prizes, four were abstractions, including the first-prize winner, a canvas by 31-year-old Frank Duncan Jr., whose painting is shown above with two other prize winners.



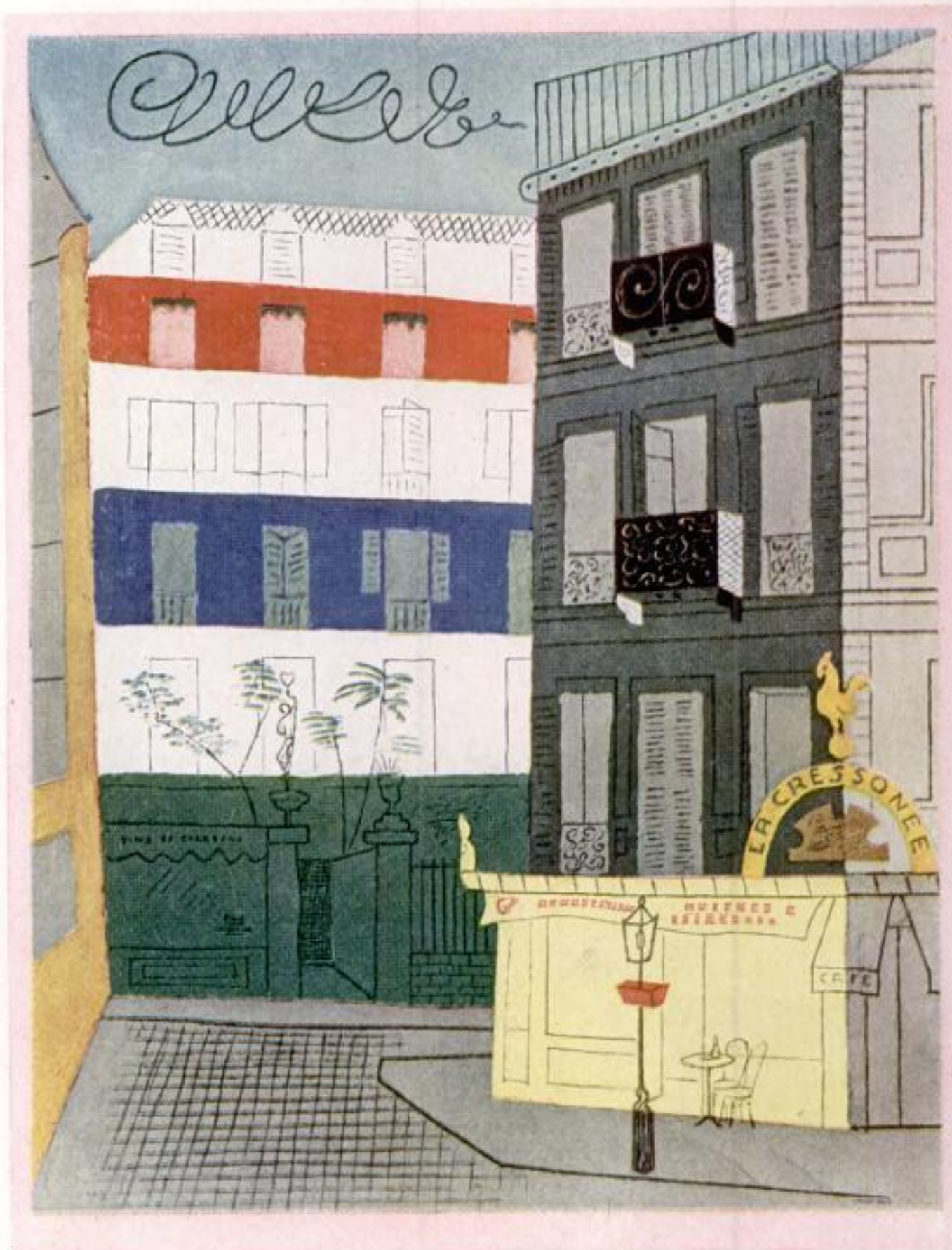
EGGBEATER NO. 5 is one of a series of abstract still lifes that Davis started in the late 1920s. The eggbeater, guitar, vase and curious-

ly anatomical table that make up its cast of characters were chosen simply because their shapes suggested interesting patterns of line and color.

CONTINUED ON NEXT PAGE



HOTEL DE FRANCE shows a recognizable Parisian street scene in which objects like kiosks and lampposts become decorative planes resembling the flats of a stage set.

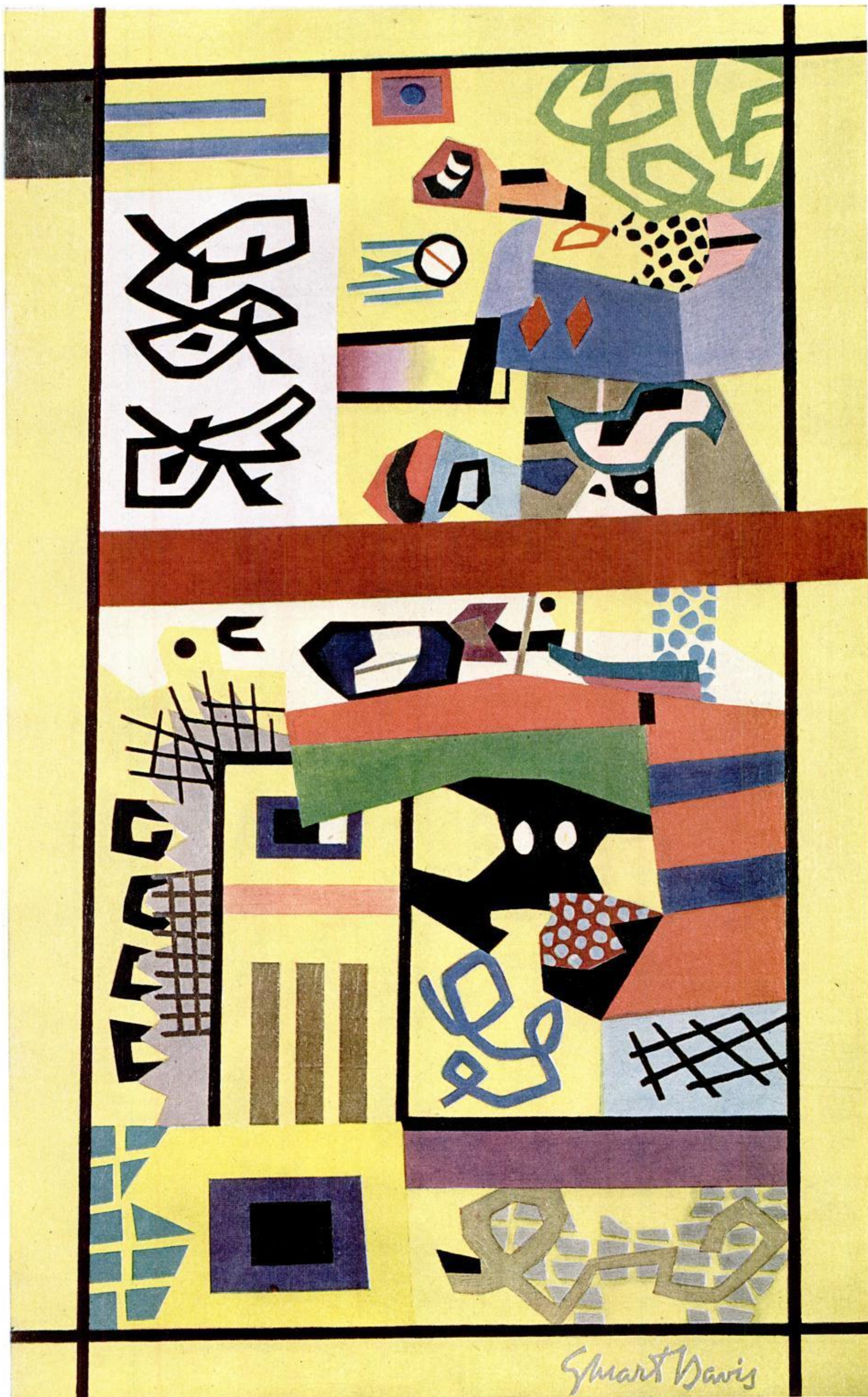


PLACE PASDELOUP represents partial abstraction like *Hôtel de France*. It is a pleasing patchwork in which reality has been simplified for sake of design.



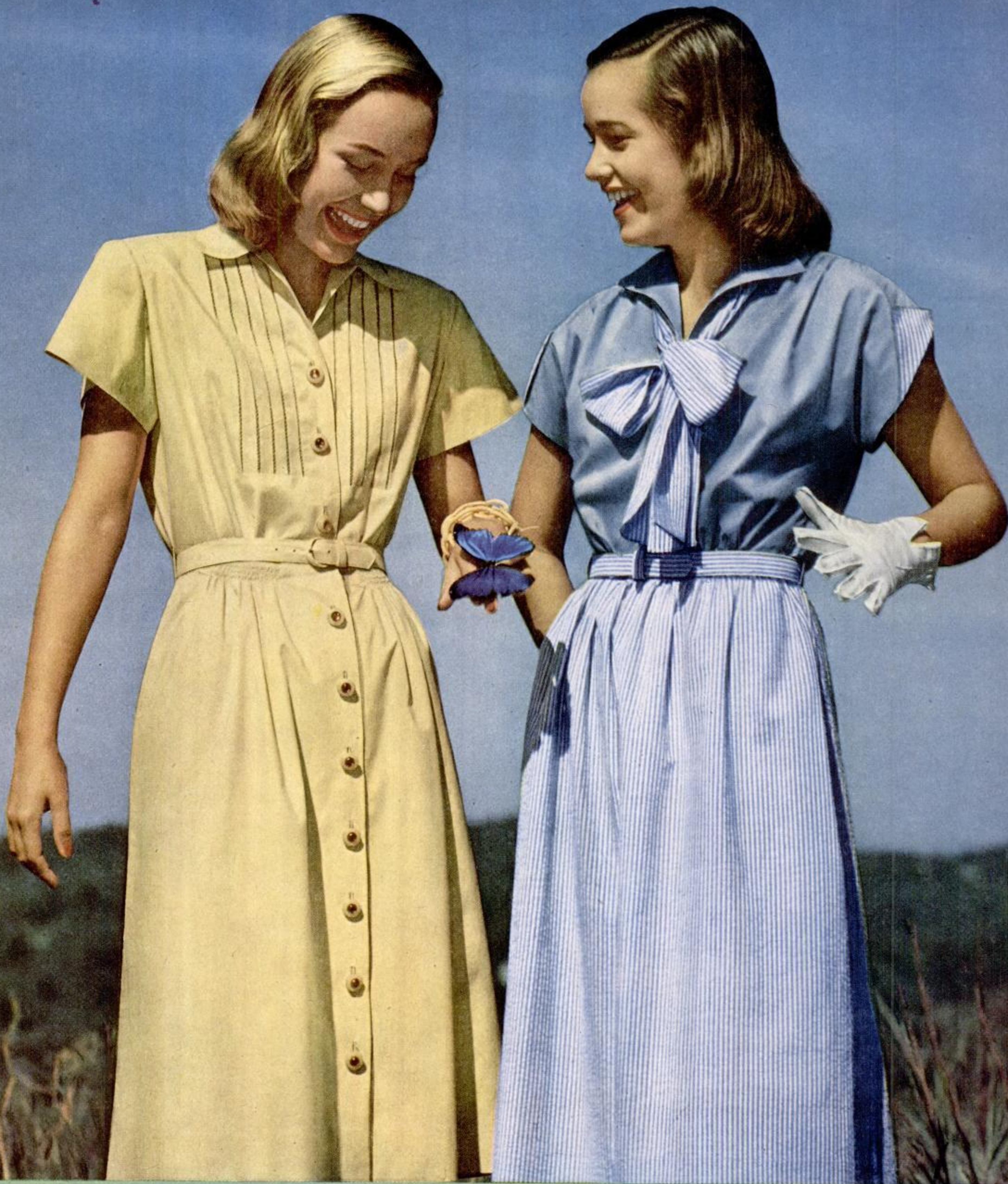
NEW YORK UNDER GASLIGHT shows abstraction carried a step further. It is made up of a myriad of recognizable objects—signboards, skyscraper windows,

a barber's pole—which suggest past and present of a garish and cluttered city. It does not, however, depict an identifiable scene but is a composite of impressions.



FOR INTERNAL USE ONLY shows what happens when an abstractionist gets so far from realism that neither the individual objects nor

the painting as a whole represents anything identifiable. Its title refers somewhat humorously to the fact that it is a highly subjective painting.



Cotton Time is Surrey Time

"THE SURREY"

Frosty cool! Easy to wash! Whatever you do—wherever you go—you're bound to have a successful summer in these dresses! Extra special details

Left: "The Surrey" a can't-get-along-without, button front chambray, fagotted and flattering in aqua, blue, maize, pink or grey. Sizes 10 to 20. About \$15.

"THE KENT"

give them an exclusive, expensive look! All for a price that makes it smart to buy now for 'round the clock, 'round the season, 'round the year wear.

Right: "The Kent" always crisp—always cool in a contrast of chambray and seersucker. In aqua, blue, maize, pink, brown or grey. Sizes 9 to 15. About \$13.



Watch your local newspaper ads for the store that has Surrey-Kent Classics or write SURREY CLASSICS • 498 Seventh Avenue, New York 18, N. Y.

Pacific Northwest have shown a distinct trend away from realism. A great deal of the art exhibited in them contains the flat planes, the simplified draftsmanship, the vague, unidentifiable forms and the scissors-and-pastepot look that are the earmarks of the confirmed abstractionist. The trend has been reflected by a tremendous boom in the market for abstractions by Pablo Picasso, whose paintings in a recent New York exhibition sold like hot cakes at prices up to \$20,000. Most young American abstractionists regard the great Parisians, Picasso and Braque, as their heroes. Stuart Davis is one of their best-known American pioneers. A heavily built, bulldoglike man of 52, Davis cut his artistic teeth in the early 1900s in the manner of such American realists as John Sloan and George Bellows. His first experiments with abstraction started as early as 1913, when New York's famous Armory Show first gave Americans a taste of what European modern artists were painting.

Just why so many American artists are now turning away from the American scene to paint cubes, planes and patterns is something that will probably keep high-brow esthetes and state-of-the-world thinkers wrangling for years. The amount of complicated artistic jargon that is used by critics and by artists themselves to explain abstract art has even irritated this writer, who has always been greatly attracted by the art itself. There is nothing particularly new about abstraction. What is new is its sudden emergence as an esthetic band wagon on which young American artists are gleefully and perhaps somewhat indiscriminately jumping. Abstraction as a technique has been developing in artists' studios for half a century for a reason that is basically technological. Like surrealism and expressionism—the other two main departments of the riotous and confusing spectacle of modern art—abstraction has its origins in the pictorial revolution that started with the invention of the camera.

Before the modern camera was developed, one of the most important functions of art was documentary. People wanted meticulous, realistic, pictorial records of persons, events and scenes, and they turned to painters to provide them. Since the latter decades of the 19th Century the camera has been able to record these things far more realistically than the ablest painters. Documentary painting has become less important and painters, sensitive to the overwhelming competition of the photographer, have tended to withdraw into fields where the camera cannot follow them. One of the first hints of such a withdrawal occurred in the 1870s when the French impressionists began a march against literal photographic realism. Later expressionists like Vincent van Gogh began to paint still more unrealistically, distorting what they saw in order to express their own personal ideas and emotions. Still later artists like Picasso discovered and used the decorative ideas of primitive tribal art, finding an unrealistic beauty in the conventionalized (or abstract) painting and carving of African Negroes and South Sea Islanders. A fundamental idea behind all this activity was to exploit those elements in painting that remained after the camera had taken over art's former function of copying nature. One thing it could never take over was the artist's imagination, and so the artist's imagination ran riot. For years the results have been bewildering and irritating people who think of pictures primarily as reproductions of real life.

The vast variety of artistic imagination represented in modern art is undoubtedly a reflection of the present age, which lacks the powerful force of religious conformity that channeled much artistic thinking in the past. Today the imaginative artist easily lays himself open to the accusation that his art is a reflection of eccentricity or abnormality. But the line between genius and eccentricity has always been difficult to draw. Men of what is usually referred to as "common sense" are seldom interesting artists. Meanwhile, from a purely technological point of view, barring a sudden and unlikely disappearance of the art of photography, the indications are that modern art is here to stay.

Fundamentally there is nothing very mysterious or difficult to understand about the work of an abstract painter like Stuart Davis. He goes about painting a picture in very much the spirit grandma had when she was making a patchwork quilt, placing squares and oblongs of color where they will contribute tastefully to the over-all pattern. Being a professional, he is somewhat more skillful and imaginative than grandma. He knows how to produce striking contrasts and how to lead the eye through interesting little adventures in observation. The pictures on the preceding pages show the development of his style from comparative realism to completely abstract pattern-making. Some critics find his work rather cold, precise and posterlike, prefer the warmer, more emotional styles of other abstractionists like Braque and the American painter, Max Weber. The test, after all, is like the test of grandma's quilt. Are his canvases interesting or pleasing to look at? Judging from his success many people think they are.

—WINTHROP SARGEANT

FLOWER HALO HAT BY PARIS!

Springtime Complexion by SWEETHEART SOAP



• "Never before have hats made such demands on your complexion," says a fashion editor just back from Paris. "Your skin simply must be flower-fresh!"

SEE HOW THE *Floating Lift* OF SWEETHEART LATHER MAY HELP REVEAL *Deep-down Loveliness*

You may never know how much fresher, clearer, and smoother your skin can look until you discover SweetHeart Soap's 1-2-3 Extra Lather Care!

For pure, mild SweetHeart Soap gives up to twice as much lather as the average beauty soap. Gentle, extra lather that's wonderful for deeply cleansing massage.

And the countless bubbles in this extra lather have a *floating lift*. Pictures taken through the microscope prove it! These bubbles work into the outer pore openings . . . lift off dirt and rough, dry skin flakes. Float them away! That's why this SweetHeart Care helps your skin look smoother, younger, more radiant.

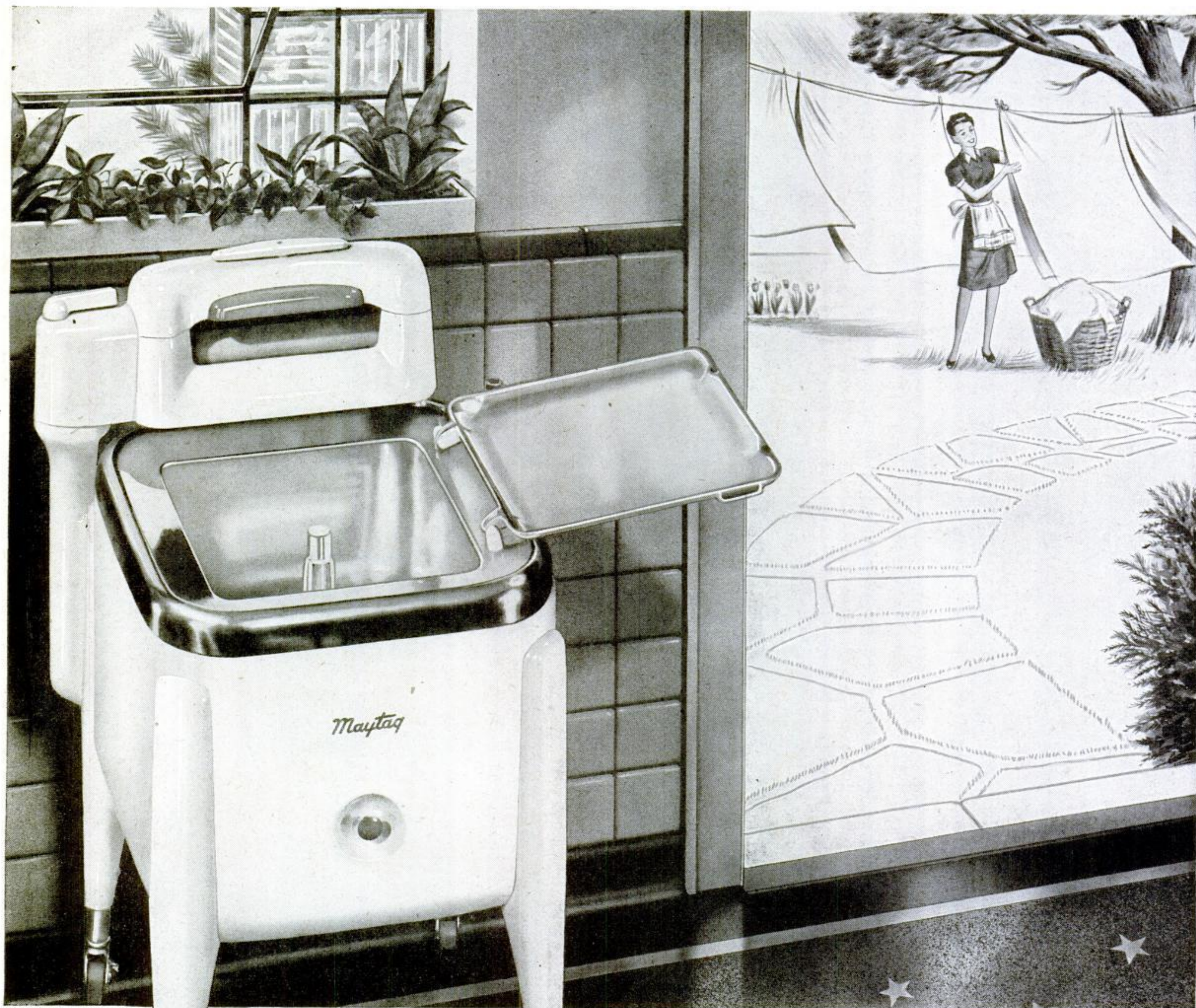


DISCOVER SWEETHEART'S 1-2-3 EXTRA LATHER BEAUTY CARE! Night and morning, massage your face for one minute with SweetHeart's Extra Lather. Rinse with warm — then icy cold water. Skin is cleansed . . . stimulated . . . looks radiant!

The Soap that AGREES with Your Skin



It's thrilling to reveal the true "kiss-me-again" touch of your skin with SweetHeart Care. Twice as much lather that lifts off dirt and dry flakes!



Maytag



IRONERS



HOME FREEZERS



DUTCH OVEN GAS RANGES

**"See? Snow-white and nearly dry—
Our Maytag gets 'em all that way!"**

So efficient it can clean up on a whole week's wash in an hour. All you do is boss the job while clothes come snowy-white, color-bright.

So well-designed and sturdy-built, your mighty Maytag will serve you year after year.

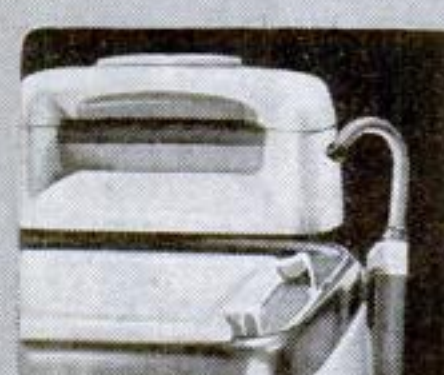
Don't miss a demonstration of all the time-saving, work-saving, and clothes-saving features of the new Maytag Washer. See your nearby Maytag dealer now. The Maytag Company, Newton, Iowa.



Maytag Sediment Trap captures dirt and keeps it from recirculating. Means faster, cleaner washing. Saves soap by enabling you to make more use of the same wash water.



Less weight-lifting. More water is taken out by Maytag's exclusive Roller Water Remover. Clothes dry faster. Flexible top-roll folds around lumps, buttons. Finger-tip controlled.

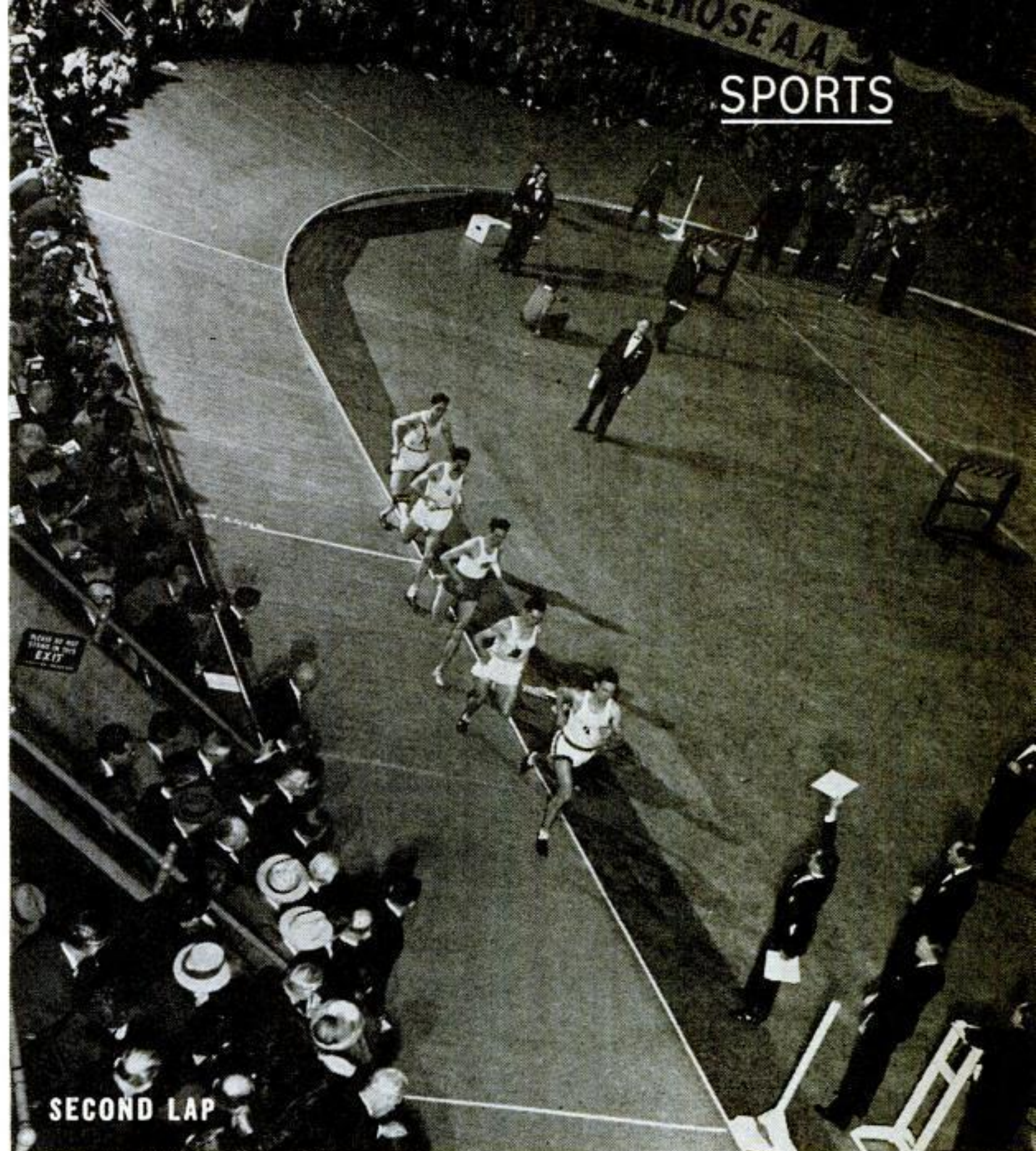


Empties tub in 2 minutes. In homes without floor drain, Maytag Water Discharge Pump is available instead of drain hose at slight extra cost—operating from power drive unit.



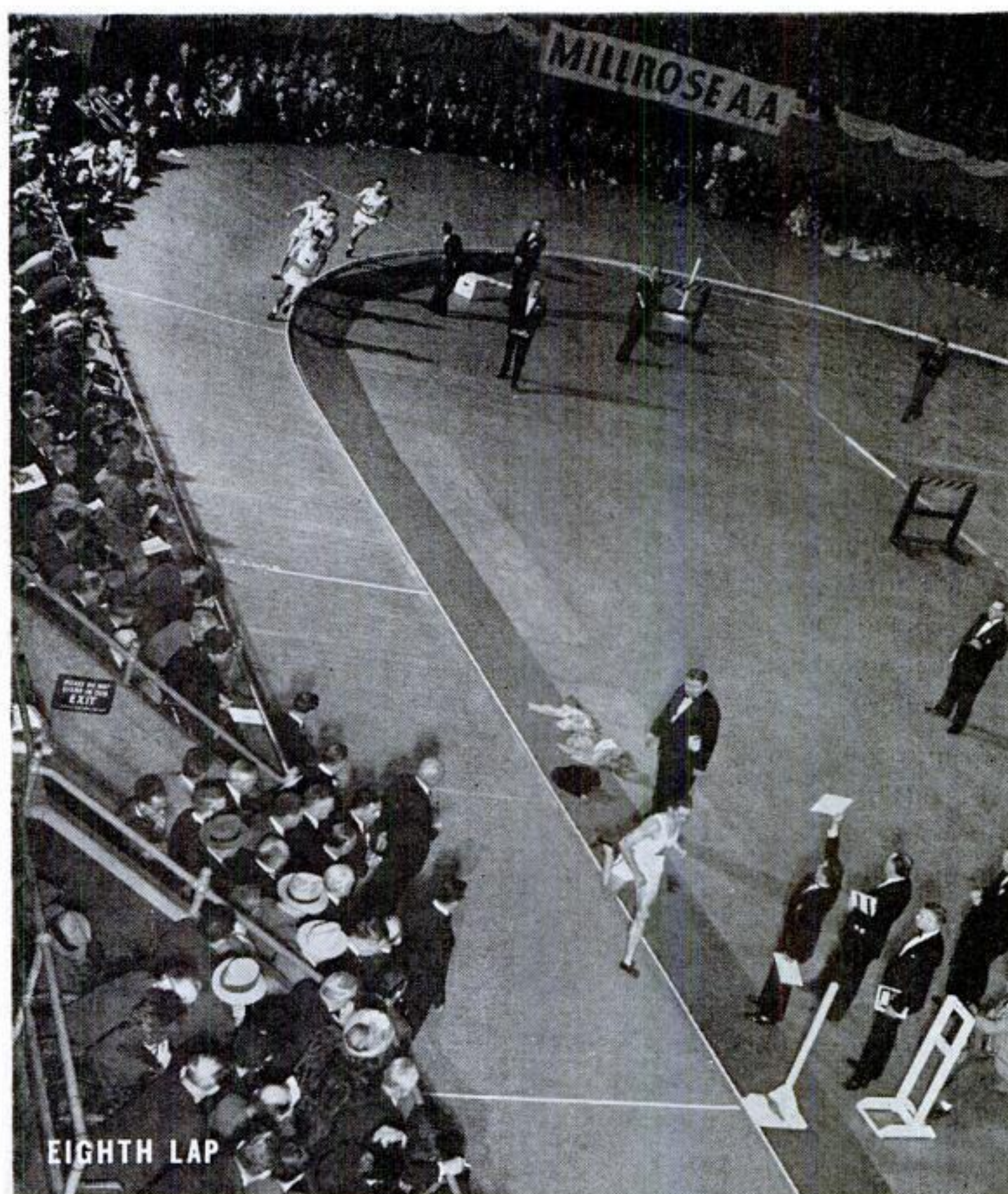
FIRST LAP

DODDS IS THIRD. LESLIE MacMITCHELL OF NEW YORK A.C. IS THE EARLY LEADER



SECOND LAP

DODDS IS SECOND. ON THE NEXT LAP HE MOVED AHEAD OF MacMITCHELL



EIGHTH LAP

DODDS IS FAR AHEAD. RACE IS THREE FOURTHS OVER WITH THREE LAPS TO GO



TENTH LAP

DODDS IS ALL ALONE. AROUND TURN IS THOMAS QUINN, A POOR SECOND

KING OF THE MILE

Preacher Gil Dodds puts his trust
in the Lord and a grueling pace

The lonely figure in the lower right-hand picture above is the world's king of the indoor mile. He is Gilbert Lothair Dodds, a part-time preacher who gave up track three years ago to devote all his time to religion. Last fortnight the "Flying Parson" was back on the track. Running against the best milers of the U.S. in New York's Millrose Games, he easily galloped off with the feature event.

Dodds is an utterly unorthodox runner, with almost no natural speed and an arm-thrashing, grace-

less stride which looks clumsy. But what wins the mile for him is his incredible stamina. As the above pictures show, he sets a grueling pace which kills off his rival milers in three quarters of a mile, then lumbers home many yards in front. Even following a three-year layoff, this ungainly but killing pace has brought him within three seconds of breaking his own world indoor-mile record of 4:06.4. But Dodds gives all the credit for his victories to the Lord, claiming, "I trust in Him to get me by."



Ridgewood Last

Style 2148
Brown Heather Veal
Leather Sole
Rubber Heel

It is Frankly the Nunn-Bush
Purpose to Sell You at Least
One Hundred Pairs . . .

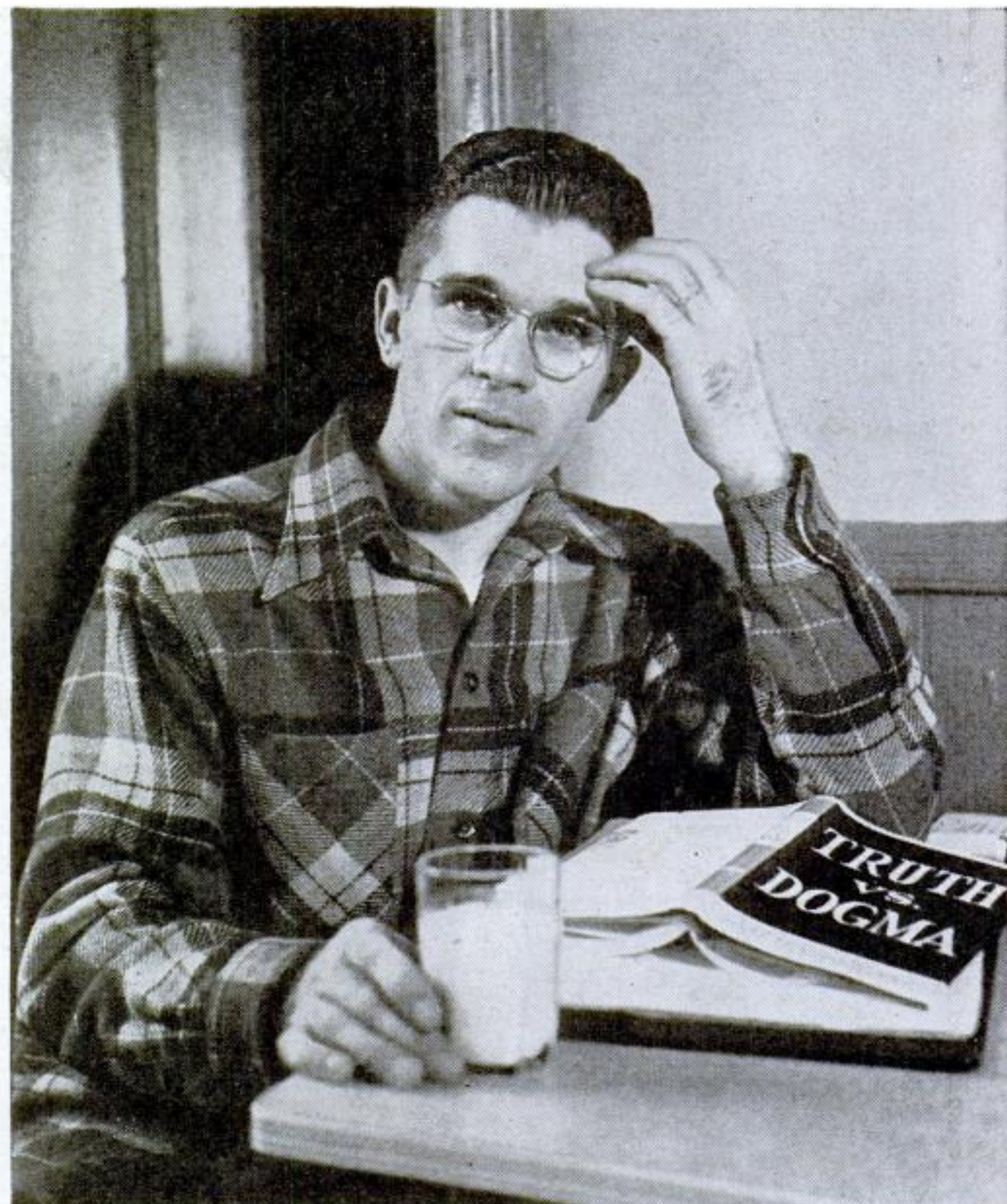
Nunn-Bush
Ankle Fashioned Oxfords

The Nunn-Bush idea is never simply to sell you a pair of Nunn-Bush shoes. Instead, the Nunn-Bush business is conducted, and Nunn-Bush merchants are selected, with the purpose of giving you satisfying Nunn-Bush experience *from now on!* That is why we exert all our determination and skill to make the world's finest shoes for men. It is why we have developed *Ankle Fashioning*...to give you greater comfort and added miles of style.

See Your Local Nunn-Bush Merchant

NUNN-BUSH SHOE CO. • Manufacturers • MILWAUKEE, WIS.

King of the Mile CONTINUED



IN HIS BOSTON FLAT GIL DODDS DRINKS MILK AND STUDIES THEOLOGY

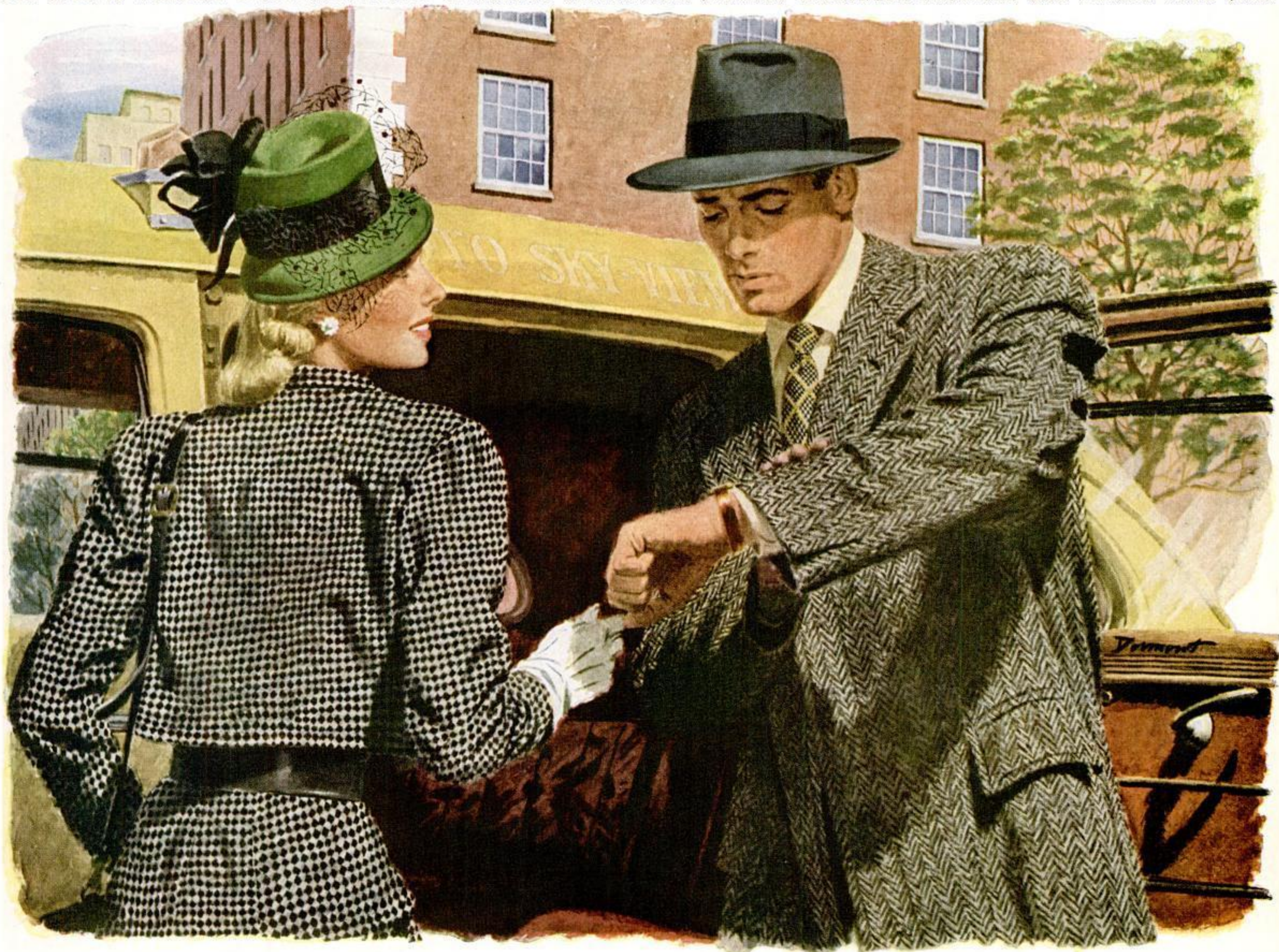
HIS SERMONS ARE CALM BUT GLOOMY

For the past three years Gil Dodds has studied theology at Wheaton College, located near Chicago. Now in Boston for the winter meets, he is continuing his studies by correspondence. Dodds is a member of the semievangelistic Brethren Church and has a preaching date nearly every Sunday. His sermons are no spellbinders but are thoughtful, slow-spoken and extremely serious. Preacher Dodds takes a gloomy view of the world and occasionally predicts that it may soon come to an end. But meanwhile Miler Dodds is making plans to run in the 1948 Olympics.



FOR DAILY WORKOUT Dodds runs outdoors as much as two miles on a track and across Boston College campus (above). He also walks 10 miles daily.

THE GIRL IS WEARING A STETSON, TOO. IT IS CALLED STETSONIAN. STETSON MILLINERY FASHIONS ARE PRICED FROM \$6.95.



"I'd say you're making very good time!"

1. The fellow above may be a little behind schedule according to his watch—but judging from the girl's look, he's doing all right otherwise.

You'll notice that he's right up to the minute for their big date by dressing with an eye to the occasion. You'll get off to a fast start, too,

if you pick your clothes as he does. This doesn't mean you need an extensive wardrobe—or even an expensive one. Just pick clothes that are appropriate to the time and place.

Take that informal town outfit he's wearing, for example...



2. For informal town wear, pick a topcoat that's smart as a doorman's salute—a black-and-white herringbone, worn over a blue pin-striped suit.



3. Add another brisk touch with a cream-colored shirt and a black, white, and yellow plaid tie. Step into black-and-white socks and black Oxfords.



4. Top off the outfit with a rakish, new Stetsonian in clear Cadet Blue—a town-style hat that stands out from the crowd for business or social occasions.

The STETSONIAN — Right for big moments

The name Stetson in a hat is your assurance of quality and style. Stetson hats are made only by John B. Stetson Company and its subsidiary companies—in the United States and Canada.

BY MEN WHO PLAN BEYOND TOMORROW



Now, flowers cut in Summer stay fresh all Winter

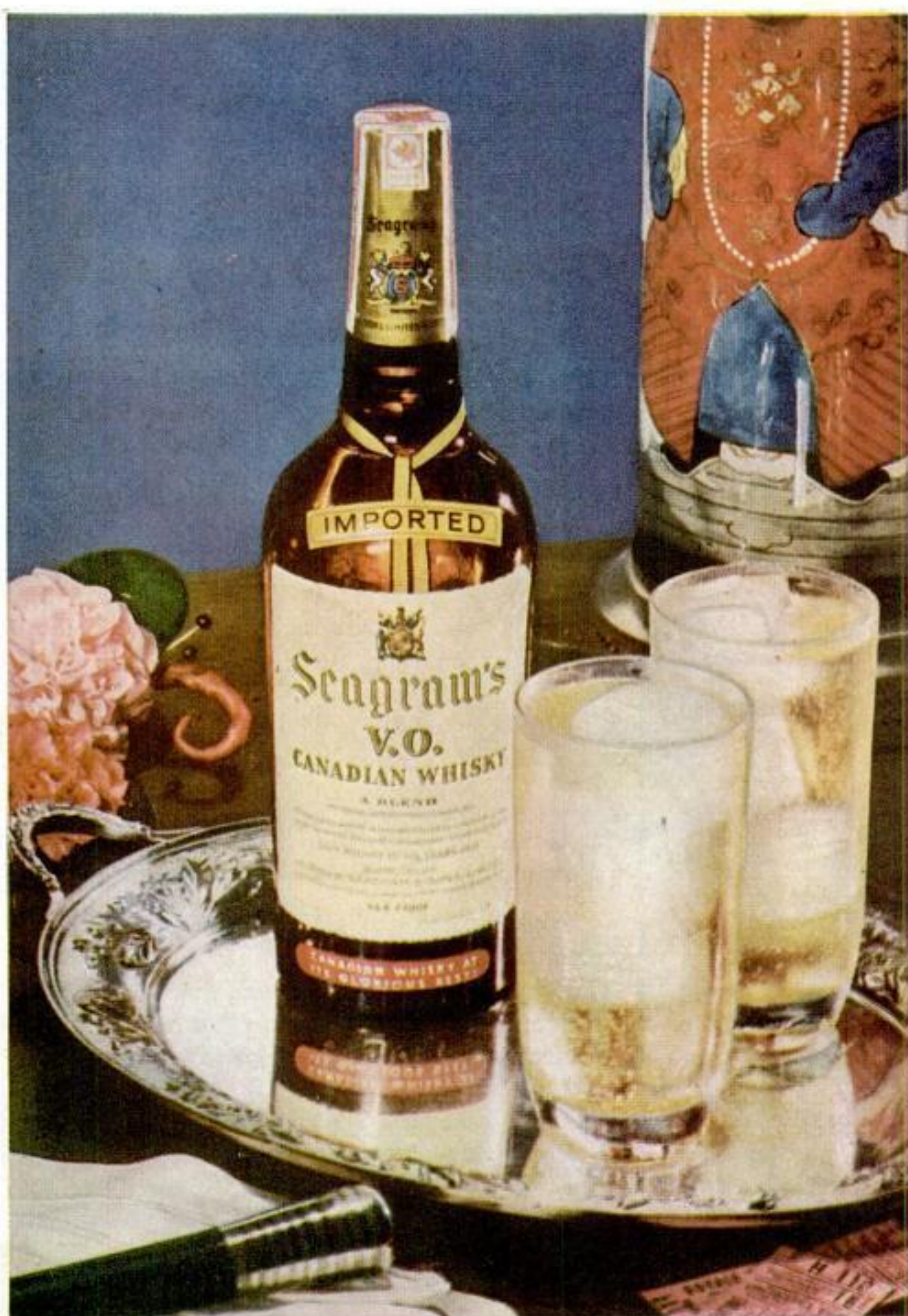
Lovely cut flowers have always been "a thing of beauty." But never until now "a joy forever." Thanks to scientists in an American University, fresh flowers can be chemically *set*, then coated with a film-like spray which preserves them in all their original form and color for months!

Another bouquet to enjoy is the delicate, *clean-tasting* character of Seagram's V.O. Canadian. Thanks to Master Blenders, this union of Canada's finest whiskies—none younger than 6 years—gives you a whisky of incomparable enjoyment. Legions of Americans have discovered this—around the corner or around the world. Tonight make it your own discovery... you'll tell your friends Tomorrow!

This Whisky is 6 Years Old—86.8 Proof. Seagram-Distillers Corp., N. Y.

Seagram's V.O. Canadian

CANADIAN WHISKY—A BLEND...OF RARE SELECTED WHISKIES





IN A CROWDED MANHATTAN PUBLIC SCHOOL CHILDREN OF MANY RACES AND COUNTRIES LEARN TO BE AMERICANS

PEOPLES OF NEW YORK

THE CITY IS HOME TO 75 NATIONALITIES

PHOTOGRAPHS FOR LIFE BY LEONARD McCOMBE

Until 1776 New York was a small homogeneous city, populated principally by English and Dutch. Today it is the second largest in the world, a textbook melting pot whose residents were born in some 75 different countries and who speak most of the languages known to man.

They started coming here in numbers in 1847. By 1905 more than 1,000,000 were passing through Ellis Island almost every year. They are the people who physically "made" New York, dug its subways, laid its sidewalks. And although the immigration tap has been turned down to a trickle for two decades, the people, like their handiwork, remain. There are still more Irish in New York than in Dublin, almost as many Italians as in Rome.

Three months ago LIFE assigned Leonard McCombe, an Englishman who has been in the U.S. for only eight months, to photograph the people of New York City. Through the eyes of a foreigner, McCombe saw the relentless friction of the city turning 7,000,000 individuals into a common denominator which is neither Russian nor German nor Irish but which contains elements of each. In the six faces (above), at Public School No. 17, he saw the process in miniature. One of the children is American. The other five are Italian, Greek, Philippine, Spanish and Chinese. While the rest of the class listened silently, the Chinese boy stood up and talked about rioting he had seen last year in Calcutta, the bodies of Hindus and

Moslems lying side by side in the streets. When he had finished speaking the children nodded as though they had been listening to an incredible fairy tale, drank their bottles of 3¢ milk and went back to their separate classes.

Then McCombe turned to their parents. Many of them show little effect of Americanization and still cling with deep nostalgia to the customs and traditions of the old country. McCombe's pictures caught this foreign spirit, cherished and protected from a world of subways, neons and impersonal masonry. Many others just as deeply feel compelled to forget their old ways as rapidly as they can. But all of the city's foreigners have one thing in common. For them, New York is home.



CZECH At the Czech National School in New York, Teacher Anna Vanek vigorously expounds a blackboard lesson in civics. Strict Czech parents, anxious to keep alive folklore, history, songs and dances of the old country send their children to the Czech-language National School

on weekends and late afternoons after public-school hours are over. The older Czechs form athletic and social clubs called *sokols*, celebrate their national holidays with great enthusiasm. New York's 57,000 Czechs are largely engaged in the skilled trades and loyally support four newspapers in their own language.



GREEK Most of New York's lunchwagons are owned by city's 53,000 Greeks. Spiros Mataragas (*left*) and Costas Paranicas met in New York in 1912, four years later started diner which soon closed. In 1938 they again collaborated, founded two others which are still operating successfully.



POLE Edward Wozniak learned toolmaking in Poland, now practices his trade in New York. Poles, numbering 412,000, constitute 8% of the city's population. They have little nostalgia for their Russian-dominated old country and, like Wozniak, they are largely skilled industrial workers.



RUSSIAN Two thirds of New York's Russians came to the U.S. before the Revolution, and there has been little immigration from Russia since 1924. A very few of them still call themselves White Russians and most of them consider themselves naturalized Americans. A ma-

jority of them dislikes Communism. The husky demolition worker above, knocking down a tenement on the Lower East Side, is a member of the A. F. of L. House Wreckers' Union, Local 95. Of the local's members 85% are Russian. Russians take naturally to house-wrecking and other trades requiring brawn.



JEWS A large proportion of the Jews, who constitute almost a third of New York's population, are skilled workers in the city's important garment industry. While the Jews are not strictly one of the city's many national groups, their common heritage of culture and of ancient tra-

ditions gives them a group character. Many of the older Jews have carefully preserved their orthodox customs. The rabbis and students shown in this picture have invited Anglican Minister Dr. James W. Parkes (*left, foreground*) to the Jewish Institute of Religion to discuss with them Jewish-Christian relations.



GERMAN Every week in New York City entire German families meet at the Schuhplattler-Verein Original Enzian at the Deutsche Halle on 84th Street. Dressed in their regional costumes and speaking German, they engage in violent Bavarian folk dances and drink huge quan-

ties of beer. The children, brought along to learn dances and to brush up on the language, enjoy the meetings for a time, then fall asleep while waiting for their parents to go home. Germans in the city's Yorkville district are fond of uniforms and costumes, and a pro-Nazi Bund flourished there before the war.



FRENCH There are only 19,000 native-born French in New York, widely diffused and without a definite community of their own. Their meeting places are scattered French restaurants, like this cafe where a Frenchwoman and her dog pass a lonely afternoon. Unlike the Italians

(below) and other large groups which migrated to the U.S. because of poverty or social upheavals at home, most of the French came to the city in the hope of making a fortune, usually in restaurants, export-import or the cosmetic and fashion industries. The majority of them hope eventually to return to their homeland.



ITALIAN Like many peasants who came to New York from Italy on the flood tide of immigration between 1900 and 1920, Angelina and Rosario Como enjoy comparative security today. Now grandparents, the Comos both work in a vegetable store and finish the day with a solid

meal (above) of chicken, *pasta*, sausage, salad, pork and red wine. They arrived in New York in 1908, contributed a family of seven children to New York's huge Italian population of 1,095,000, the largest foreign group in the city. Old immigrants like the Comos are frequently homesick and think wistfully of Italy.



HUNGARIAN Louis and Margaret Hegedus came to New York many years ago, now own a restaurant on 78th Street which they call the Hungarian Nest. Former actors, they toured the U.S. with a Hungarian company, later sang at the Roxy Theatre in New York.

In the manner of their countrymen, they enjoy morbid Hungarian songs about death and frustration and like to listen with rapt gloom (*above*) to the music of a violin. They are also fond of goose livers, Budapest salami and Tokay wine, which many of the 123,000 Hungarians in the city import for nationwide trade.



ROMANIAN Tough, hot-blooded Romanians once had a big foreign colony. Today, except for a cluster of East Side gypsies, they are widely scattered.



IRISH Once the victims of a violent prejudice, New York's many Irish are now thoroughly assimilated. Many of them become politicians or members of the city's police force.



ARAB Mohammed Abdullah works as a house painter and lives near New York's rapidly diminishing Syrian colony. Like other Arabs, Mohammed was named after the Prophet.



SWEDE Most New York masseuses are Scandinavian, many are Swedish. Thorborg Carlson (above) says this is because Swedish women have the "certain touch" required.



INDIAN Mrs. Kamala Mukerji plays a violinlike *esraj*. One of only 150 Indians in New York City, she writes articles about American women for publications in India.



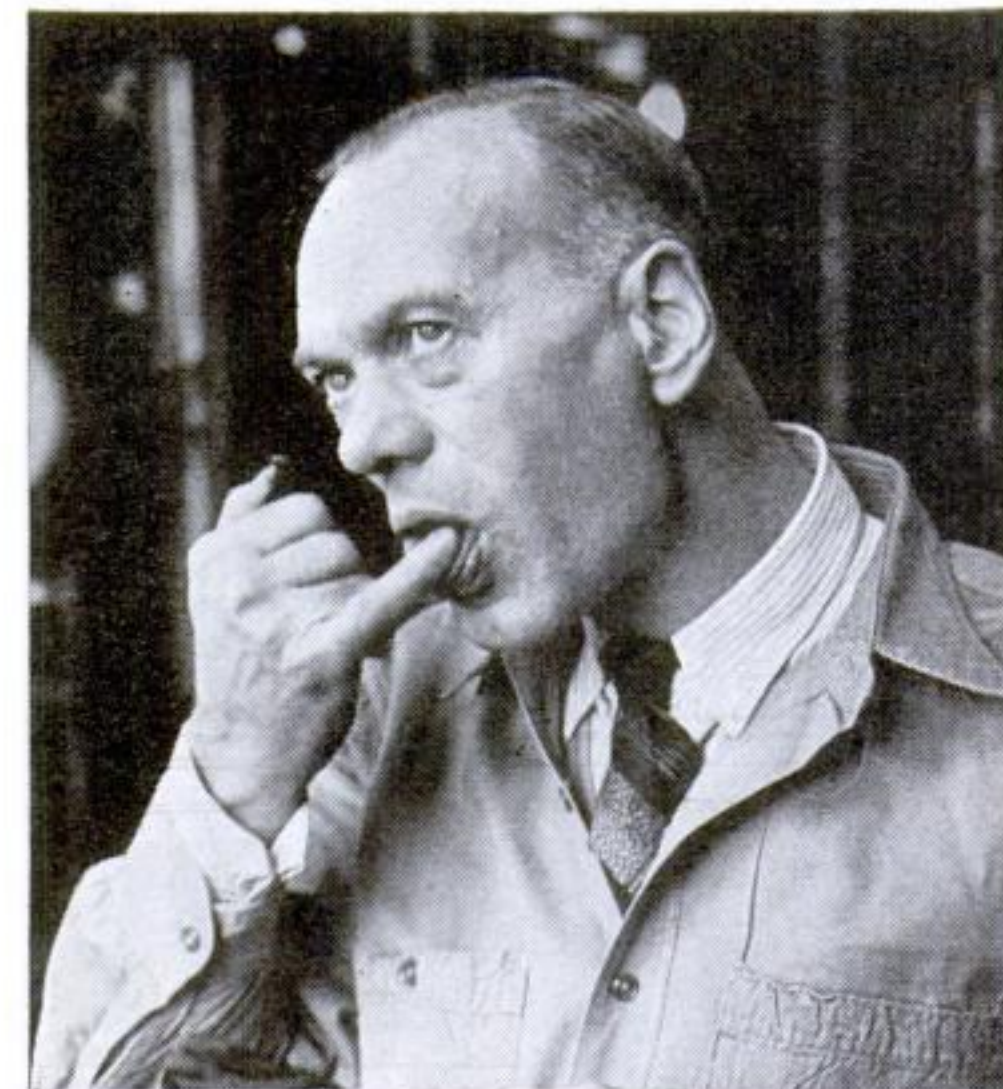
CROAT Helen Schwager, one of city's 11,000 Yugoslavs, works in a Yugoslav charity bazaar. She follows Balkan politics with keen interest, likes Tito and Premier Stalin.



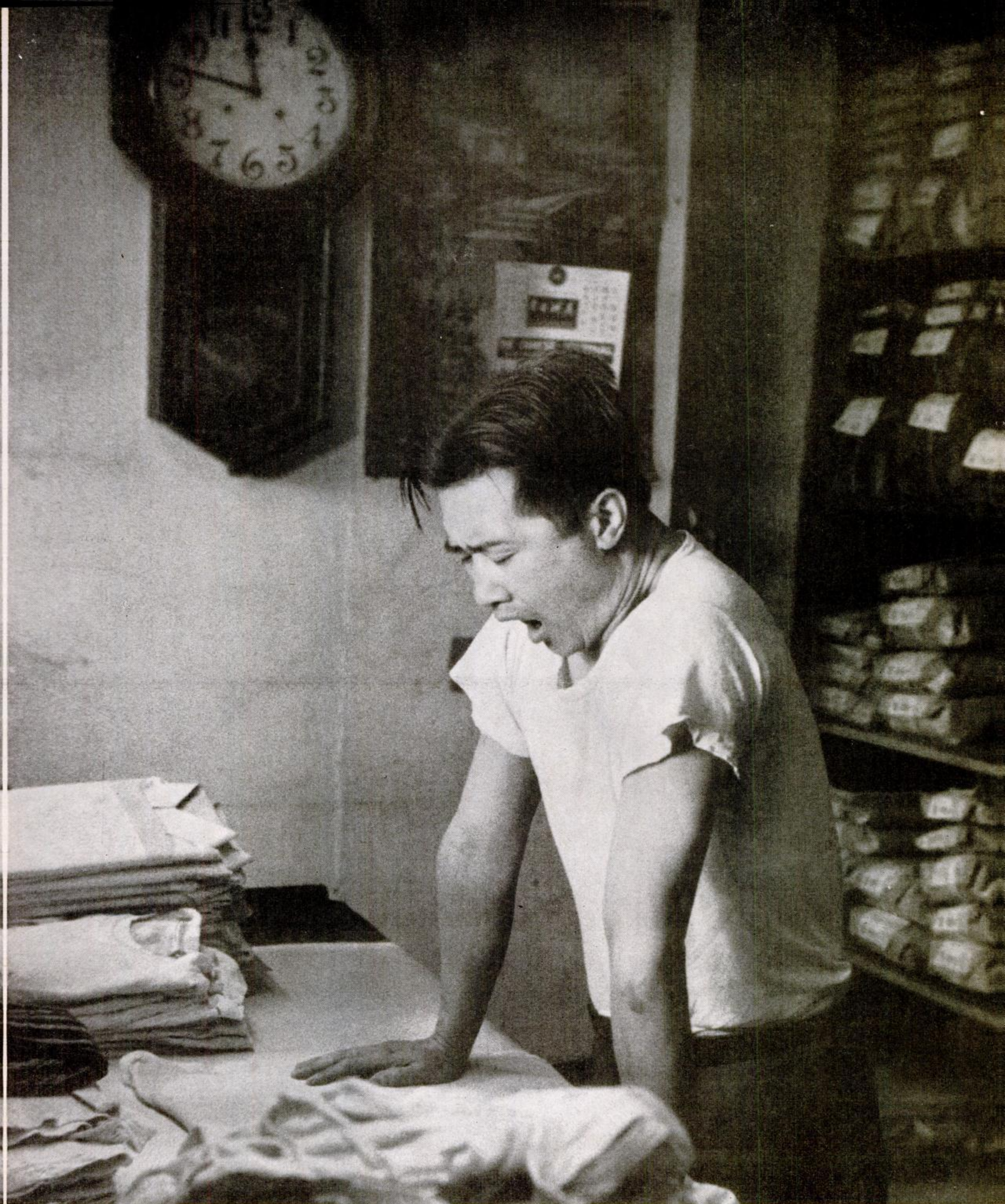
ARMENIAN Arthur Seraydarian displays rug in his store. Many of New York's 22,000 Armenians are merchants who import products from the Near East.



NORWEGIAN New York's 54,000 Norwegians have learned a wide variety of trades. At home or at parties many of them still wear their native costume.



DUTCH Simon Stol samples cocoa manufactured by C. J. Van Houten and Zoon Inc. The Dutch first colonized New York, but there are now only 11,000 Hollanders in the city.



CHINESE Although the latest census lists 12,000 Chinese in New York, there are actually almost twice that number. Many of them are men who have slipped past immigration officials and lost themselves in the sprawling rookeries of Chinatown. Outnumbering Chinese women

by more than 10 to one they are solitary men who have little chance of marrying and raising families. Most of them are employed in Chinese restaurants or laundries. To blunt the edge of their loneliness they get up at dawn and work far into the night, nodding and yawning like this man, while the rest of the city sleeps.

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AT HOUSE OFFICE BUILDING, WITH LAWYER CAROL KING, EISLER WAITS TO BE CALLED BEFORE UN-AMERICAN ACTIVITIES COMMITTEE

The Career of Gerhart Eisler as a COMINTERN AGENT

Prototype of the professional, Moscow-schooled revolutionary, he is now charged with conspiracy against the government of the U.S.

by HUBERT KAY

THE pudgy little Austrian-German looked like a secondhand bookseller or perhaps a second-rate insurance man. Baldish and bespectacled, only 5 feet 5 inches tall, with an owlshy genial face, he seemed strangely miscast in his role of alleged boss of U.S. Communists. When the hearings began in the House Office Building last week, he was a picture of outraged innocence. His cold blue-gray eyes flashed and he shouted at the members of the House Un-American Activities Committee, "I am not a spy, not a foreign agent, not the boss of all the Reds. . . . I will not be sworn in until I have made a few preliminary remarks."

Stubbornly he refused to swear to tell the truth. Finally Chairman J. Parnell Thomas barked angrily, "Step aside, step aside." Between two brawny federal guards Gerhart Eisler, the man who was to have been the star opening-day performer of the ex-Dies Committee's new investigation of U.S. Communism, was hustled out of the room and back to Ellis Island, where he had been lodged by the Department of Justice two days before.

Other witnesses appeared to denounce him, including his ex-Communist sister, Ruth Fischer, who bitterly called him "the perfect terror-

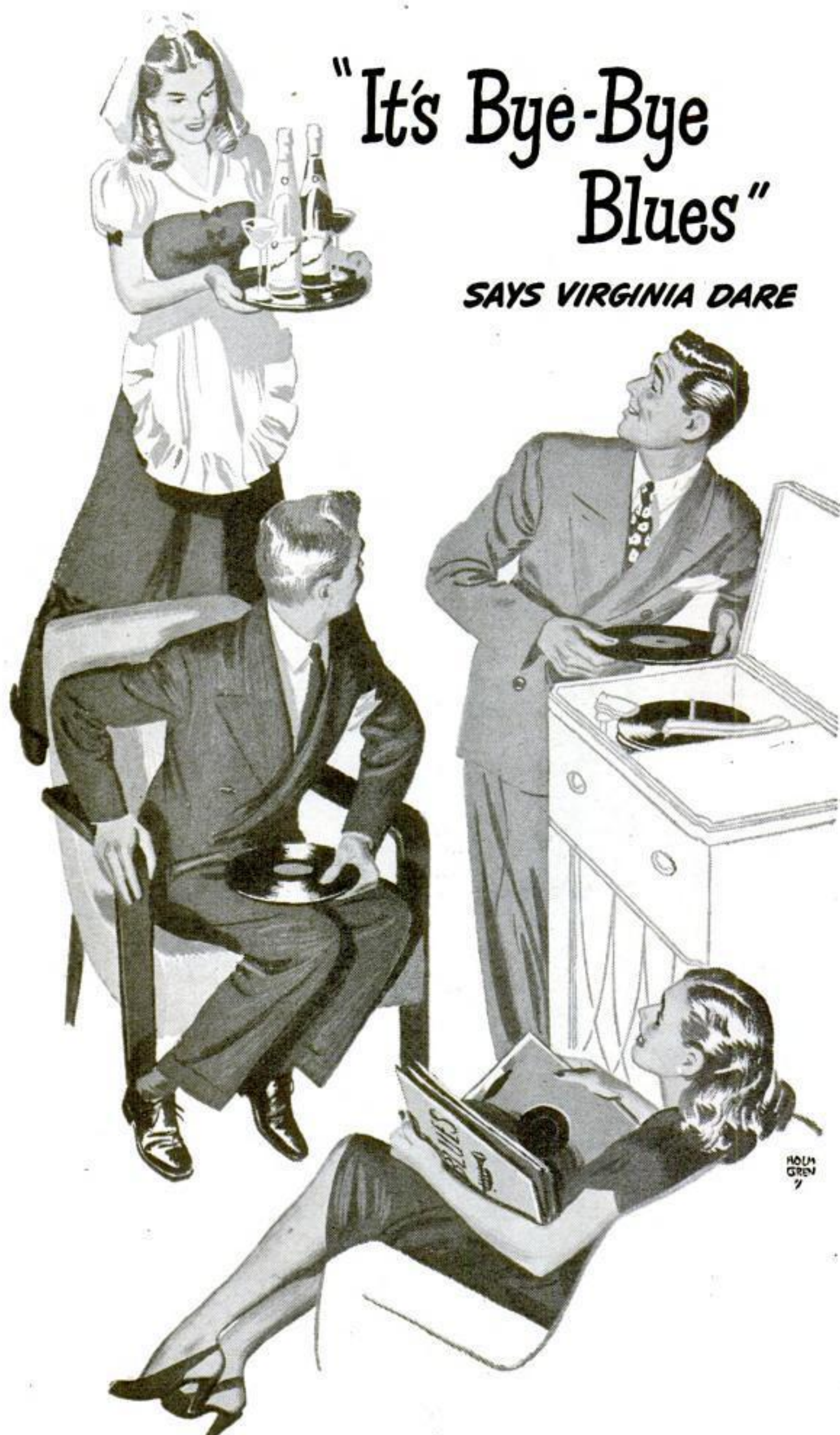
ist type." But aside from testimony linking him with the spies who betrayed Canada's atomic secrets to Russia and a letter from J. Edgar Hoover suggesting that Eisler may have done some spying himself, Gerhart Eisler remained almost as much a man of mystery as he was when his name first splashed into the headlines last autumn. On the evidence at hand, however, the committee officially charged him with conspiracy to overthrow the U.S. government, contempt of Congress, perjury, income-tax evasion and passport falsification.

Whether he goes to jail for a while or is deported at once to Germany's Soviet zone, where he was preparing to flee last October, Gerhart Eisler is no longer directly dangerous to the U.S. His usefulness as a Moscow agent here has been destroyed by publicity. But few political observers can be so naive as to believe, in the face of the postwar evidence, that Joseph Stalin made more than a soothing gesture to his wartime allies when he solemnly "abolished" the Communist International (Comintern) in 1943. Nor can many believe that the U.S. Communist party will not continue to serve Soviet Russia slavishly under Stalin's direction. There will be other Eislers.

It is important for Americans to understand how an Eisler can influence American life. It is perhaps even more important that they should understand what manner of man this is, for he represents a curious and, to Americans, relatively unfamiliar type: the professional revolutionary, Moscow model. As such he is almost a separate species of mankind. He probably could not live any other way. This is perhaps less because his whole professional training has been in conspiracy than because that experience has conditioned him to wholly out-of-the-ordinary ways of thinking, feeling and acting.

A few stray individuals are attracted to communism for purely intellectual or humanitarian reasons. But most professional revolutionaries have acquired, usually in youth, a personal grudge against existing society. Lenin's eldest brother died on the scaffold for revolutionary activities. Stalin was reared in poverty as the son of a Georgian shoemaker. "My father," says Gerhart Eisler, "was crushed by bourgeois society."

By this he means that Dr. Rudolph Eisler, like Karl Marx, was a brilliant, hard-working scholar who was never able to earn an adequate living for his family. A Jew, Dr. Eisler married



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SISTER ELFRIEDE EISLER, now known as Ruth Fischer, testifies against her brother at Un-American hearings, calls him the "perfect terrorist type." Formerly a Communist, she makes career of exposing Stalinist activities in U.S.

EISLER CONTINUED

a German Lutheran girl he met while studying at Leipzig. He hated religion, refused to pretend otherwise and so was barred from a professorship at the University of Vienna. He spent 15 to 18 hours a day writing a series of some 30 philosophical works, including such titles as *An Outline of the Fundamental Laws of the Life of the Soul*. They brought him a large academic reputation but a very small income. Often, tearful Mother Eisler, hard pressed for supper money, slipped daughter Elfriede a few books to sell from Papa Eisler's large library.

The Eislers' three-room apartment in Vienna's Leopoldsdadt district was never as bare as Karl Marx's flat in London's Soho. But apart from Dr. Eisler's books and the piano on which he loved to accompany himself in songs of Schubert, Bach and Beethoven, it was bare enough and so cold and damp that somebody in the family was sick most of the time.

The three young Eislers bitterly resented their adored father's worldly failure. Brother Hanns, now a successful Hollywood composer, solaced himself with music. But Gerhart and Elfriede, now living in New York under the name of Ruth Fischer, read widely and argued vigorously in a rebellious little Youth Culture group over such questions as "How to prevent imperialist war," "Can a woman be free?" and "The relationship of family and children." They were a devoted pair, though Elfriede, the elder by a year, now admits, "I dominated him too much."

Elfriede remembers the young Gerhart as "bookish, athletic, gay, moody, tender, insolent, hard to manage, a strong lover and hater, with frequent bursts of temper." Other contemporary Viennese remember him, somewhat dimly, as a wit with a penchant for sarcasm. His most celebrated quip was made early in World War I when an Austrian archduchess, a spiritual descendant of Marie Antoinette, publicly remarked, "As long as the Viennese peel their potatoes, I cannot believe in their alleged hunger." To this Gerhart replied, "As long as Your Imperial Highness does not eat your roast goose with the feathers on, we shall not eat our potatoes with the peels on."

Oddly enough, another revealing anecdote of Eisler's career also involves a goose. In 1939, when war began and the Stalin-Hitler pact was in effect, the French government clapped possible Communist troublemakers into the concentration camp, Le Vernet. Among them were Eisler and the brilliant Hungarian author who had turned against Communism, Arthur Koestler (*Darkness at Noon*, *Thieves in the Night*). Eisler frequently quarreled with him and another prisoner, berating them for letting their minds and conscience turn them away from party duty. Once he angrily threatened, "When the time comes we will cut your throats in the first five minutes."

At Christmas the three men's families pooled some money to

CONTINUED ON PAGE 102

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EISLER'S PARENTS were poor, hard-working. Father was brilliant scholar whose poverty embittered his children, helped turn them toward socialism.

EISLER CONTINUED

send them a goose and a big pot of goose fat. The fat was a rare luxury. They had had none in months and decided to divide it equally. One man shared his portion with a Spanish dentist, a Hindu sailor, a tubercular Chinese gambler and a Congo Negro who had been arrested in Paris for pimping. Koestler shared his portion with the camp's entire Hungarian contingent. Later the two became curious as to what simon-pure Comrade Eisler was doing with his portion. They found him under a bed in the darkened barracks, eating his fat all alone.

In the making of Gerhart Eisler the first major event between these two incidents was World War I. Serving on the Italian front, he won five medals for bravery, promotion to a first-lieutenancy and the confidence of the Croatian soldiers under his command. At the end of the war he hurried to Vienna, joined the Austrian Communist party, which his sister had helped found in his absence, and quickly got on the payroll as organizer, speaker and pamphleteer. That was in 1918 when he was 21 years old. He has never since earned his living at anything but revolution.

Communism did not prosper in Austria. The Eislers, besides being ambitious, were both Leipzig-born and admirers of Germany. Workers were swarming to the German Communist party. Intellectual leaders were scarce and badly needed. Elfriede, or Ruth Fischer, to use her nom de revolution, left for Berlin in 1919. Gerhart followed two years later. Their careers in Germany are vivid examples of the twists and turns of policy and the fierce internal struggles for power that have always marked the Communist party.

The German party split early into right and left wings. Ruth Fischer, always regarded as more brilliant and imaginative than her brother and at that time possessed of considerable sex appeal, rose swiftly to leadership of the left. Favored by Moscow, she, her friend Maslow and Ernst Thälmann were soon the reigning party leaders. As party floor leader in the Reichstag she was for a time one of Germany's most spectacular figures.

Gerhart, the Reconciler

GERHART, his brilliance ripening more slowly, had meantime joined the right wing and become a protégé of its leader, Heinrich Brandler. Presently he branched off to become leader of his own faction, the Reconcilers, aimed at uniting the other two. But the party line was turning firmly to the right. Capitalism having failed to collapse on schedule promptly after the war, the masters of the Kremlin decided that foreign comrades should stack their arms, wait for the next crisis and meantime concentrate on propaganda and the capture of the trade unions.

Ruth and her militant leftists stubbornly resisted this change of front. Lenin, while he lived, blocked attempts to expel her from the party. But in 1926 the Stalin clique (eloquently persuaded, it is said, by Gerhart) cast her and Maslow into the outer darkness. The German party leadership, however, did not fall to Brandler. Ernst Thälmann, having won Stalin's fancy and been won over to his way of thinking, was made sole leader.

Gerhart Eisler, working inexhaustibly, pouring out torrents of written and spoken words, maneuvering and conniving with a skill and ruthlessness that won him the nickname of "The Whip," still forged ambitiously toward the top. In 1928 he thought he saw his chance. Thälmann's brother-in-law, one Wittdorf, was caught em-

CONTINUED ON PAGE 104



Please Don't Let The Light Go Out

● She survived a nightmare of cruelty and terror. Struggling against cold, starvation and disease, she was unwanted, hunted, sick and weary almost unto death. Then your mercy—your generosity—brought a light of hope into her miserable world. That light must not go out.

● Thousands upon thousands of her people have been fed, clothed, and given shelter. Countless war-ravaged bodies have been mended. Families without number have been reunited and returned to their homes. Still others have been helped to find new lives in Palestine. Many who have found

haven in America have received aid in readjusting themselves. But the shadow of war and oppression is deep and hard to erase. The wounds are far greater than anticipated and much slower to heal.

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\$170,000,000—a sum that can be raised only through the utmost generosity and active support on the part of every American.

● In mercy's name, give all you can to the campaign for the United Jewish Appeal in your community. Give more of your time, more of your heart, and more of your money than you can afford. No financial offering you can make, however great, can match the sufferings of those you help.

● Remember, you have given them hope. Now, you must not take it away. Hope is all they have. You must not let the light of hope go out.

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KARL LIEBKNECHT HOUSE was the Berlin Communist headquarters in Eisler's time. A month after this demonstration by Nazis (above), it was closed.

EISLER CONTINUED

bezzling party funds in Hamburg. Eisler led the attack, accusing Thälmann of accepting bribes to conceal the theft. For three days the *putsch* was successful. Thälmann was out as party leader.

Then Moscow spoke. Stalin's friend, it was announced, had "acted according to orders." The rebel leaders were summoned to Moscow for trial and purge. Eisler himself somehow escaped purging. According to Ruth, he did it in part by denouncing some of his party friends who had lost Stalin's favor, including Bukharin, head of the Comintern. At any rate he found himself under heavy suspicion, confined to Moscow for a "psychological conditioning process."

Until this great turning point in his life, Eisler's career is easily traced. Though working to overthrow the established German government, he had done so more or less legitimately. Except briefly, the Communist party was a legal one, free to take its chances with the rest. For the most part Eisler could work in the open.

As he tells it, his career since that Moscow interlude has been not only innocent but even heroic. In 1929, so his tale runs, he went to China as a journalist. He returned to Germany and remained until Hitler took over in 1933. Subsequently until 1939, when he was jailed at Le Vernet, he organized underground opposition to the Nazis in France, Switzerland and Czechoslovakia, taking time out to fight Fascism in Spain during the Civil War. After Le Vernet he set out for Mexico by way of the U.S., arriving here for the first time in 1941. Detained against his will, he has earned a meager living by writing a book (*The Lesson of Germany*) and articles for *The German-American* and *Reader's Scope*. He insists that he has never been even a member, let alone an agent, of the Comintern.

By the unanimous testimony of many persons who have known Eisler well or been in a position to know authoritatively about him, this story is notable about equally for its omissions and its lies. No observer of Communism in action will be surprised. A Communist must sacrifice both his intellectual and moral integrity to the party. He must follow the party leaders blindly and, especially if he is dependent on them for his livelihood, must be prepared at their command to steal, to kill, to betray his friends or his country. Above all he is trained to lie, glibly and automatically, whenever the truth might be dangerous to himself or to the party.

It was into this murky world that Gerhart Eisler plunged when, after his Moscow conditioning, he became a full-fledged Comintern agent. Eisler had two reasons for being doubly zealous, doubly careful to avoid mistakes, doubly distrustful of both foes and friends. One was his premature rebellion against Ernst Thälmann. Any Communist who takes one step off the strict path of party discipline is forever after suspect. The other was his relationship to Ruth Fischer, who was denounced *in absentia* as a Trotskyite at the Moscow purge trials of 1936. Even though Eisler has repeatedly declared that he would like to kill her, she remains inescapably his sister. In times of fear, such as 1936, when every comrade eyes every other as a potential traitor, Eisler pales at her name.

For these reasons Gerhart Eisler has perhaps tried even harder than most Communists to conceal his party record. But by the very nature of his character and occupation, the long-time professional revolutionary is almost certain to leave behind him a trail of ex-friends, ex-comrades and estranged relatives who are glad to

CONTINUED ON PAGE 107

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tell what they know about him. And the police of various countries, including the U.S., have not been unaware of Eisler's activities. Gerhart Eisler did go to China in 1929 but not as a journalist. The Chinese Party was then in desperate straits. Chiang Kai-shek, having decided he had had enough of Moscow's help, had turned against the party and was trying to destroy it. Eisler, as a Comintern agent, was charged with purging the party of spies and dissidents. Eager to impress the Kremlin with his zeal and trustworthiness, he sent scores of soldiers and civilians to their deaths. In Germany, as the news filtered back, he was nicknamed "The Executioner."

"We will do a big business . . ."

RUTH FISCHER last talked with him in Paris in June 1933. He was then en route to his first assignment in the U.S. He carried an Austrian passport, and his assignment and rank had been sent ahead to New York in code through Amtorg, the Soviet firm that handles U.S.-Soviet commercial trade. Flushed with his Chinese success, Eisler anticipated even greater accomplishments in the U.S. Brother Hanns, seeking to heal the family breach, brought Gerhart and Ruth together. This was before the Moscow purge trials made reconciliation impossible. According to Ruth, Gerhart boasted:

"Germany is through for a while. New York will be the new center of the Comintern outside Russia. We will change our line in the States completely. Until now it has been only an unimportant sideshow, a playground for nitwits. Half of the comrades are in league with Chicago gangsters. The other half yell their stupid blocks off calling Roosevelt a fascist. Roosevelt a fascist—bah! We will do a big business with Roosevelt before I am through."

Eisler never did business of any kind with Franklin Roosevelt. But there is no question that he enjoyed a large success among many of Mr. Roosevelt's followers. U.S. recognition of Russia in 1933 was instrumental in changing the attitude of American liberals toward U.S. Communists. Outwardly at least it brought a similar change in the attitude of the U.S. Communist party toward the liberals. The era of the popular front was dawning; Jefferson and Lincoln were joining Marx and Lenin in the pantheon of U.S. Communist heroes. For Gerhart Eisler the situation was made to order.

As leader of the Reconcilers in the German Communist party, he had already had considerable practice in persuasion and conciliation. Now was his chance to exercise these powers to the full. The German Communists, he was convinced, had made a disastrous mistake in allowing their sectarian hatred to let them disregard and even cooperate with the Nazis while concentrating their fire on the Social Democrats. Having received a go-ahead from his superiors in Moscow, Eisler was determined that, while he was calling the signals, the U.S. Communist team should not make a similar misplay.

The proper technique for Communists, as counseled by Karl Marx himself, is to join forces with the "petty bourgeoisie" against a common enemy, then turn on the temporary ally after that enemy is crushed. In the U.S. the petty bourgeoisie were the New Dealers; the common enemy was Wall Street and Big Business. Zestfully Gerhart Eisler set out to lead his followers in those effective Communist techniques: 1) infiltration into labor unions and legitimate liberal organizations; 2) the formation of front organizations. His and their success is a matter of history. They won control of at least half a dozen C.I.O. unions and strong influence in many others. They organized many front groups such as the American League Against War and Fascism.

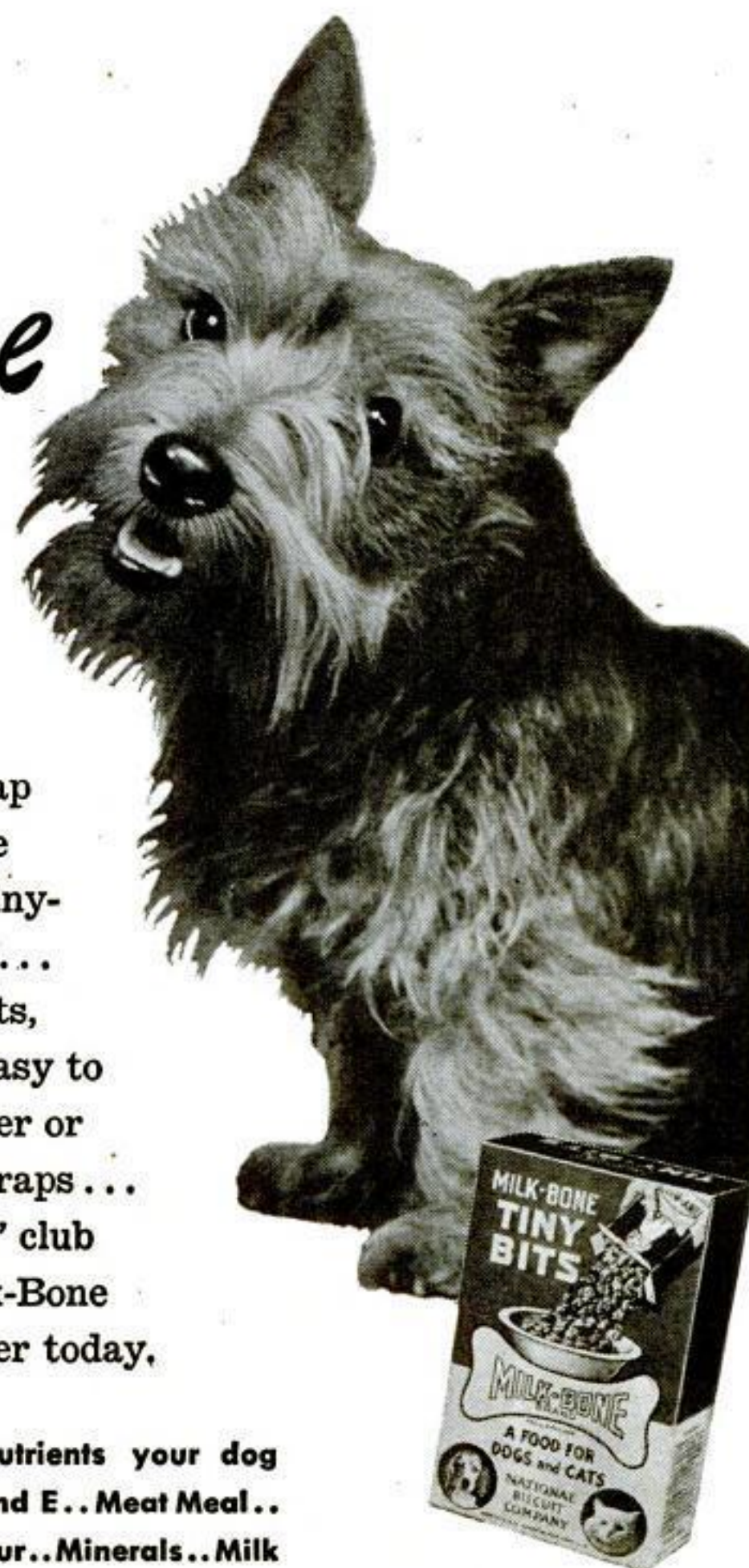
It is impossible to trace Gerhart Eisler's specific movements in the U.S. during the 1930s. Only at odd moments does he emerge briefly from the obscurity with which the "C.I. rep," as U.S. comrades call the Communist International representative, surrounds himself. The C.I. rep, perhaps for the psychological effect on rank-and-file comrades, is deliberately a man of mystery. Only a few of the top party leaders ever know who he is. He shuns party headquarters, meeting the leaders instead in restaurants, parks, apartments. For all the rank and file know, any strange comrade at a party meeting may be the awesome "man from Moscow."

Under many a false name Eisler traveled up and down the land during the 1930s, speaking, organizing, observing. Where he could not disclose himself as a Communist, he won sympathy and a hearing as a refugee from Hitler. He thus acquired a thorough knowledge of U.S. life, of party strengths and weaknesses, of such Communist specialties as the Negro and labor problems, of how various non-Communist individuals and groups could best be influenced to aid, wittingly or unwittingly, the Communist cause.

Meantime, during that happy Communist decade of widespread suffering and discontent, Eisler returned frequently to Europe. He

CONTINUED ON NEXT PAGE

"I've joined the 'clean plate' club!"



No dog would leave a scrap of dinner when Milk-Bone Tiny-Bits are the fare! Tiny-Bits taste good, are good . . . provide vital food elements, vitamins and minerals. Easy to fix . . . just add warm water or soup, vegetable or meat scraps . . . you'll have a "clean plate" club member, too! Order Milk-Bone Tiny-Bits from your dealer today.

Milk-Bone Tiny-Bits contain nutrients your dog needs: Vitamins A, B₁, B₂, D, and E.. Meat Meal.. Fish Liver Oil.. Whole Wheat Flour.. Minerals.. Milk

BAKED BY NATIONAL BISCUIT COMPANY

You'll Get Around
IN
Friendly
"Sports"
REG. U. S. PAT. OFF.



Brassy bright eyelets center eyes on "Ring Leaders" by Friendly—and on the style-wise ring leaders who choose them. They're going places.

You ought to go along.

Bea Friendly

EDGEWOOD SHOE CO., NASHVILLE, TENN.

Pipe Dreams



When I'm sittin' in my easy chair,
with nothin' much to do,
I like to fill my briar pipe
from Edgeworth's pouch of blue.



And puff awhile and shut my eyes
and then begin to dream...
Of lazy summer afternoons
a-fishin' in a stream.



Just pipe dreams? Sure, that's all they are,
yet sometimes—well, I feel,
That Edgeworth's aromatic smoke
makes pipe dreams very real.



Edgeworth's own "Seal Pak" is a handy, wrap-around pocket pouch, heat-sealed, airtight. Easier to fill pipe. No pocket bulge. Moisture-guard lining guarantees freshness to last satisfying pipeful.

EDGEWORTH

*America's Finest
Pipe Tobacco*

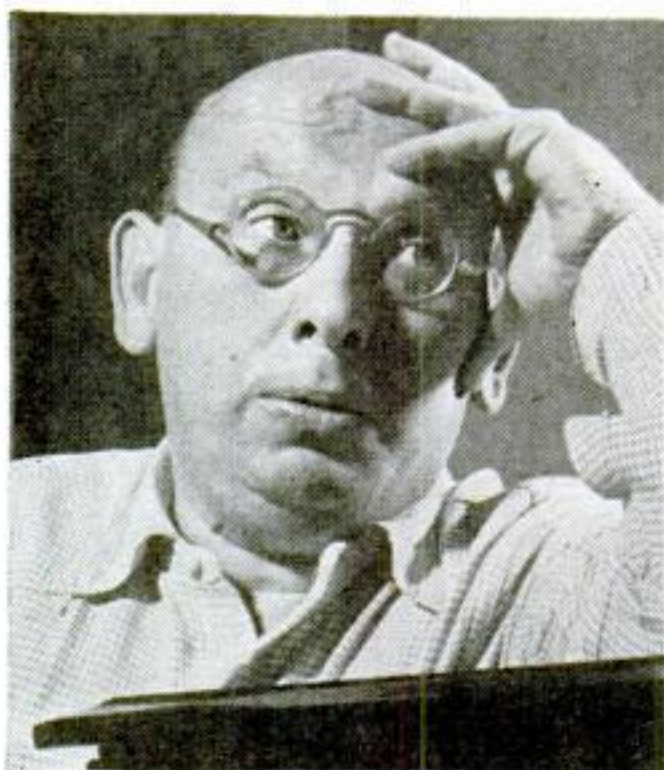
EISLER CONTINUED

did, as he says, help organize underground resistance to the Nazis. And he did serve in Spain during the Civil War, on the staff of Russian General Stern, as a sort of political commissar for German and American Loyalist troops and as a propaganda broadcaster to Germany. In the course of these duties he proved himself no exception to the rule that a professional revolutionary is usually courageous.

Asked recently about his physical adventures as a Communist leader, Eisler dismissed them with a shrug. "I have fought in the streets," he said, "been beaten, led strikes, led demonstrations that were shot at. But those things mean nothing as personal adventures. They are the experiences of tens of thousands of Communists. For the Communist they are a part of normal living."

If the professional Communist is indifferent to personal danger, he is equally indifferent to personal loyalties, friends and family. He is not a patriot in the ordinary sense. Eisler professes a deep

love for Germany. But he has never got around to becoming a German citizen. His first loyalty, like that of every Communist, must be to the Soviet fatherland.



BROTHER HANNS wrote party-line songs, is now movie composer.

Gerhart Eisler was first married in Vienna in 1920, to Hedwig Tune, an actress. She lived with him two years, divorced him in 1926. She is now remarried and living in New York. The first Mrs. Eisler says that she had great respect for her husband's brilliance and charm and was greatly impressed by his speeches at the few party meetings he let her attend. She left him, she says, because most of the time while he went about his party work day and night he

left her alone in their furnished room in Berlin. He told her that women should not get mixed up in politics. Also, like his father, he was a poor provider. Wholly devoted to the party, he was satisfied with the pittance it gave him and scorned the notion of trying to earn more.

In 1931 in Vienna, Eisler married his first wife's sister Ella. Recently a LIFE correspondent discovered her, sick and hungry, in Stockholm. Her story: she is still Eisler's wife. He has contributed nothing to the support of her and their daughter since 1938. The first thing Ella Eisler asked of LIFE's correspondent was Eisler's present address. "He is one of the top men in the Comintern," she said. "His organization made it possible for him to keep hidden from me and leave me and my daughter starving. The best thing he ever produced is his daughter and now he lets her starve. He always finds an excuse behind his Communist ideology. Gerhart is an extremely witty, intelligent and charming man. But he is an outsider to society and life."

When Louis F. Budenz, former editor of the *Daily Worker*, and Frederick Woltman, of the New York *World-Telegram*, first called the nation's attention to Eisler, reporters found him living with another Mrs. Eisler, a pretty young woman named Brunhilda. Later, when confronted with the second Mrs. Eisler's claim, he declared that he had obtained a Mexican mail-order divorce from her in 1942 through his own lawyer, now dead, and a Mexican lawyer whose name he could not recall. Eisler further insisted that it was Ella who wanted the divorce in the first place and said he had not seen her since 1934. He and Brunhilda, he continued, had of course not been married when they left France together in 1941. The U.S. and Mexican officials at Marseille who gave them their joint travel permit had known that, he said. The consuls were sympathetic because Brunhilda was a Polish-born Jewess living in Paris, and the Gestapo was beginning to round up all Paris Jews at that time. Concluding his tale of romantic flight, Eisler said that he and the beautiful Brunhilda had been married at Norwalk, Conn. in August 1942.

A number of people have wondered, both privately and publicly, why so well-known a German Communist as Eisler was allowed to enter the U.S. in the first place and to circulate freely here throughout the war. To date the State Department and the Immigration Service have flatly refused to comment, thereby strengthening rumors that both agencies have influential Communists or fellow travelers in their ranks. Whether Eisler became in 1941 or has ever been the top and only Comintern boss of U.S. Communists is uncertain. Sometimes there has been only one C.I.

CONTINUED ON PAGE 110

MOTHER, I'M
DELIGHTED WITH
THE WAY CLOROX
REMOVES STAINS
FROM PATSY'S
DRESSES!

AND YOU CAN
DEPEND ON
CLOROX TO MAKE
WHITE LINENS
SNOWY-WHITE,
SANITARY!



CLOROX ALSO LESSENS RUBBING,
CONSERVING FABRICS. IT'S FREE
FROM CAUSTIC...EXTRA-GENTLE!

MOTHERS welcome the way Clorox makes everyday household tasks easier! For Clorox removes stubborn stains... such as fruit, beverage, grass, blood, many ink, dye and medicine stains—even scorch, mildew—from white and color-fast cottons and linens. Clorox bleaches white cottons and linens snowy-white (brightens fast colors), makes laundry sanitary. Clorox lessens rubbing, conserving fabrics. In household cleaning, Clorox disinfects, deodorizes, makes home a more healthful place. Directions on label.

AMERICA'S FAVORITE BLEACH AND
HOUSEHOLD DISINFECTANT

CLOROX

FREE FROM CAUSTIC

Years of unsurpassed quality and performance
have made Clorox the choice of millions...
it's always uniform... it's always dependable!

LIFE IN TEXAS

More Texans read LIFE than any other
weekly magazine—1,078,000 every week!
As a matter of statistical fact, LIFE is the
most widely read weekly magazine in every
other state, too.

22½ MILLION READERS COAST TO COAST

GREAT TO HEAR BETTER LONGER!

Say Users of "Eveready" "Mini-Max"
Hearing Aid Batteries!

● Get more full-volume operation
when and as you need it... replace
batteries less frequently... with flat-
cell "Eveready" batteries. There's no
waste space inside... more power-
making material!

Ounce for ounce, the greatest energy
producers... size for size, the most
compact... penny for penny, the most
economical, "Eveready" "Mini-Max"
batteries give you more service! Get
them from your hearing aid dealer!

EVEREADY
TRADE-MARKS
MINI-MAX

FREE! New book-
let: "Progress
Toward Better
Hearing." Write
Dept. L-41.

HEARING AID BATTERIES

NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.

They're growing American pay checks *in the Tulip Fields of Holland*



YES, through the hard work and the green thumbs of Gerrit Koningsveld and his countrymen, thousands of pay checks for American workers will blossom across the fields of Holland this spring.

Unlike the pay checks you're used to seeing, these will average 18 inches long . . . red and white, yellow and blue.

They'll be tulips . . . and daffodils, and hyacinths, and crocuses.

Last fall the U.S. imported millions of Dutch bulbs, paid close to \$7,000,000 for them—received in return not only beauty, but also gainful employment—more jobs and more pay checks for men and women in all our 48 states.

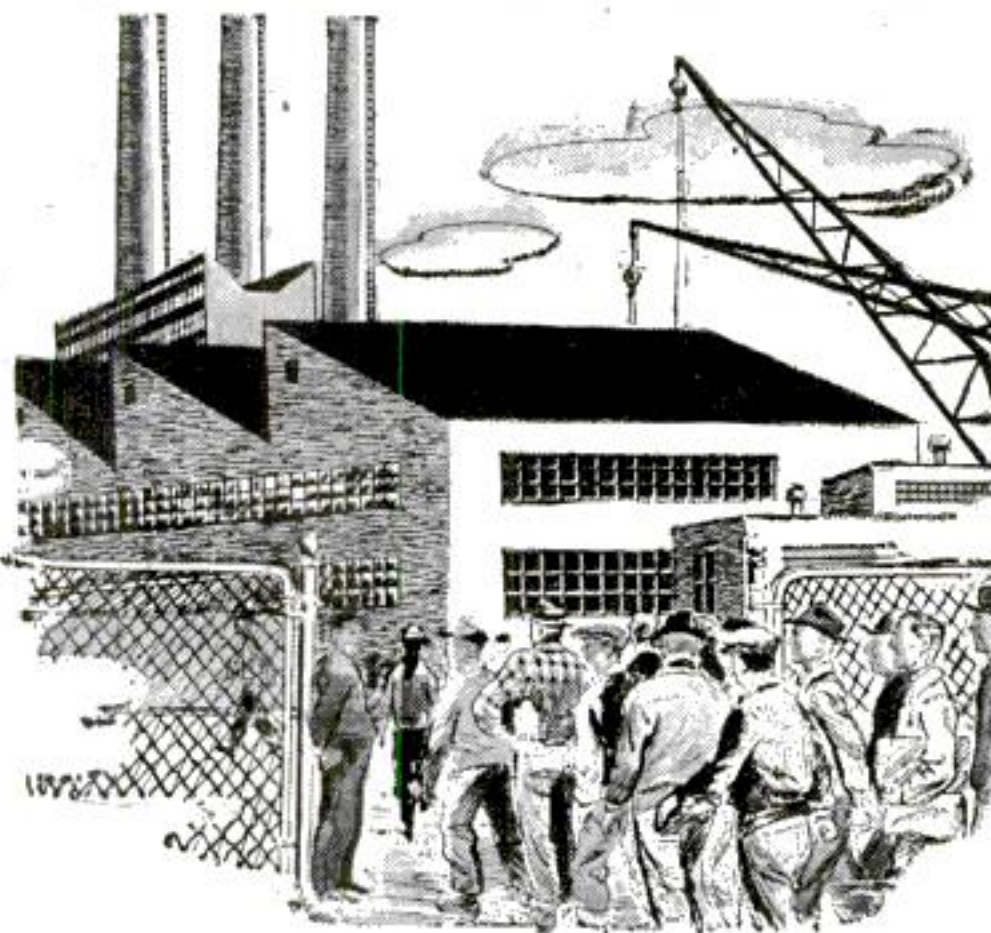
For *wherever* or *whatever* we buy from abroad, the money comes home to roost. Those Dutch flower growers (or Czech glassblowers, or French vintners, for that matter,) send most of our money right back to us—for products like farm equipment, sewing machines, tobacco.

So next time a ship from a foreign port unloads at an American dock—welcome it! Its

cargo of imports benefits you in many ways wherever you live, whatever you do.

Imports supply our factories with essential materials . . . telephones require 18 different materials from abroad . . . electric lights would be dim without tungsten from China, Bolivia, and Argentina . . . American cars use 300 different materials from 55 foreign countries.

Useful imports like these surely are better payments for our loans and exports than more gold to be buried



at Fort Knox or more paper money to be locked up in bank vaults.

Imports create jobs. This year, more than 4 million Americans will earn over a billion dollars in wages through our international trade.

Imports enable other countries to continue buying from us. Already other countries buy close to 10 billion dollars' worth of U.S. goods a year . . . 35% of our cotton, 25% of our tobacco, 25% of our lubricating oil, 15% of our farm implements.

So, not only do imports bring us luxuries like Dutch tulips, but they also bring wages and jobs for millions of American families from Pittsburgh to El Paso.

Underlying the whole existence of The International Editions of **TIME** and **LIFE** is the conviction that goods and news must be exchanged between America and the rest of the world with increasing mutual profit.



Their editorial pages bring to millions of people outside our shores a true and continuing picture of what America is doing and thinking—and thus they help the world to see us as we are.

Their advertising pages help American business make millions of new customers among key businessmen abroad—and thousands of jobs for people here at home.

The International Editions of

TIME and LIFE

*Bringing the products of U. S. journalism and industry
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*When
you
buy—
compare
...the pen and
the price!*



Yes, look at all the popular brands at your favorite pen counter. Then, see and write with the Venus President—that gives you every essential writing feature of pens costing twice as much.

14 Karat gold point, extra large for strength, Iridium tipped for smoother writing, longer wear. Smart colors. Yours for years of writing satisfaction at a down-to-earth price...only \$3.50. Backed by the Venus Guarantee.

\$3.50

Matching pen and pencil set...\$5.00

VENUS

AMERICAN PENCIL COMPANY
Makers of famous Venus Pencils

EISLER CONTINUED

representative in the U.S., sometimes several. At any rate his authority as a C.I. representative was unquestioned. He was even more careful than in the past to conceal his identity and purposes. He took a modest apartment in outlying Queens, where (illegally, because he was an alien) he became an air-raid warden. He confined his open party activity to a front organization, the Joint Anti-Fascist Refugee Committee, at whose Lexington Avenue offices he appeared almost every morning at 9.

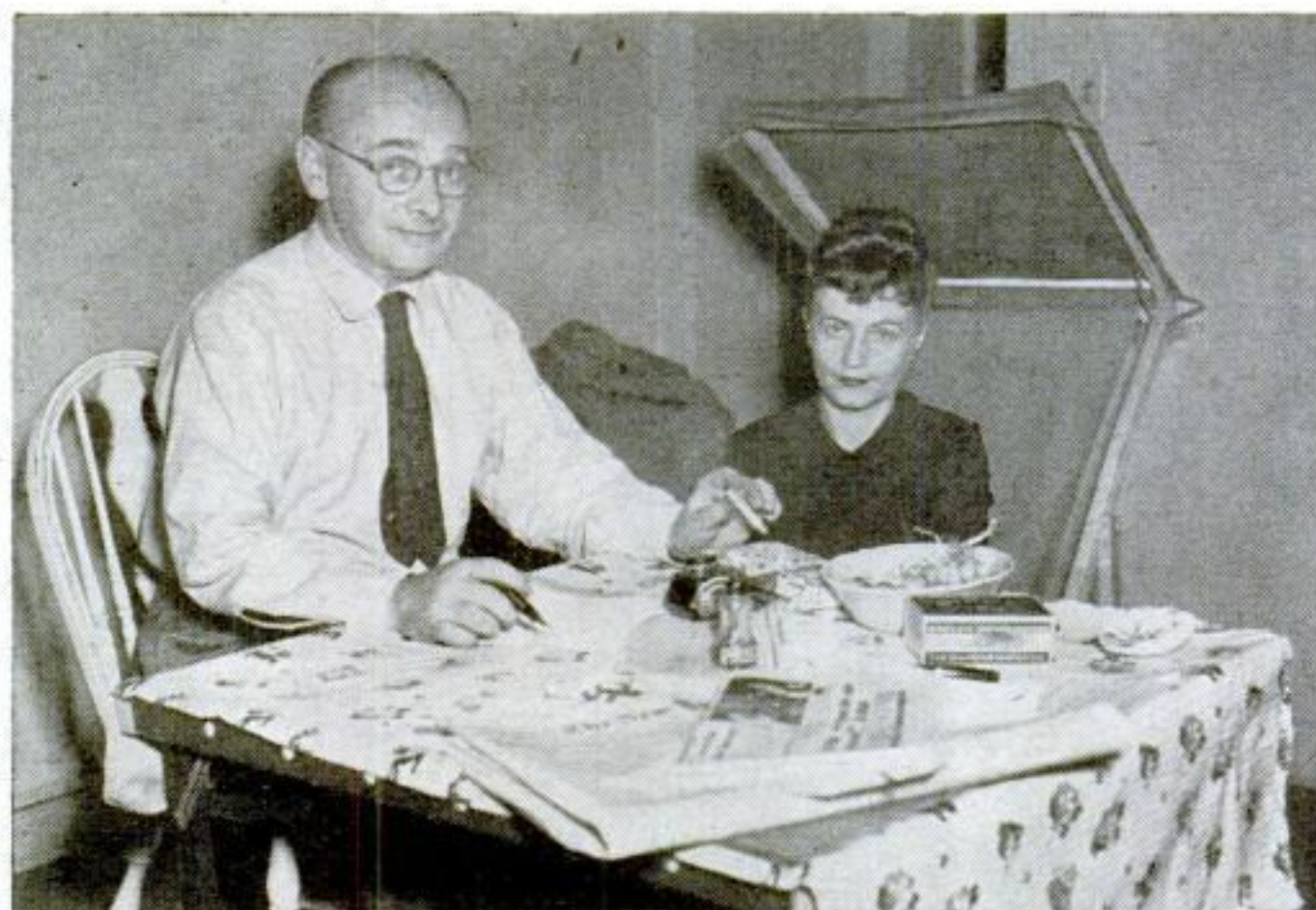
He never visited party headquarters, but once again, unknown to the vast majority of party members, he was giving his orders to the party leaders, sometimes by unsigned, typewritten notes, sometimes while sitting on a park bench or at a restaurant table. It is quite possible that some of the master strokes of propaganda for the Second Front or for no-strike agreements were planned in Eisler's own three-room, fourth-floor walk-up apartment. Eisler disseminated his views to the party at large through articles in the *Daily Worker* and *The Communist* (now *Political Affairs*), signed "Hans Berger."

Yet Eisler's chief accuser, Louis Budenz, though once managing editor of the *Worker* and a member of the party's National Committee, never met him and saw him only twice. The first time was at a comrade's funeral in 1943. The second, also in 1943, occurred when Budenz and Earl Browder were walking to headquarters for a National Committee meeting and saw Eisler waiting across the street in an automobile. Browder excused himself, crossed the street and talked with "the International man" for 10 minutes while Budenz waited.

While the wartime truce between Soviet Communism and U.S. democracy lasted, the so-called "Browder policy" of collaboration and class peace was warmly supported by Eisler-Berger. But when at war's end Moscow ordered the class war resumed and Earl Browder was kicked out of the party, Eisler obediently buckled down to directing the strategy and tactics of the new party line. Its principal aims are three: 1) to arouse distrust of U.S. and British foreign policy, particularly in Germany, and to justify Russia's expansionist moves; 2) to weaken the U.S. for a possible war with Russia; 3) to destroy the U.S. capitalist system. Far from acting as a non-political "guest of your government," Eisler, as Hans Berger, has repeatedly attacked U.S. foreign policy in the *Daily Worker*.

Of late Eisler has concentrated on winning support for these aims among U.S. artists, writers and intellectuals. Brother Hanns, who wrote the music for the battle song, *Komintern*, and other Marxist music and is now a prosperous Hollywood composer, was in a position to help him meet the right people when Gerhart and Brunhilda motored to the Coast last summer.

Eisler seems to have given up hope that American workers will ever develop enough class consciousness to stage a Russian-style revolution. His hope now lies in the farmers and the middle class—the "petty bourgeoisie." "Ah, they are the ones we must convince," he says. "If here in the United States, the richest country in the world, you should go through two or three more economic crises, with millions unemployed, then you will have socialism—or fascism." Whatever the fate of Gerhart Eisler, Americans may be sure that other Eislers and their home-grown followers will do their zealous best—through strikes, mass demonstrations, labor union resolutions, "marches" and telegrams to congressmen, through propaganda against British imperialism and U.S. capitalism, through the stirring of class and racial antagonisms—to see that those depressions come as soon and as often as possible.



EISLER AND THIRD WIFE, shown in Queens apartment, had packed up and were ready to sail abroad when the State Department canceled their visas.



Like other quality products, you may not always be able to get Martin's—but we are doing our best to keep your dealer supplied.

86.8 Proof

MARTIN'S
ORIGINAL
V.V.O. BRAND
Blended Scotch Whisky

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McKESSON & ROBBINS, INC., NEW YORK

17th AIRBORNE DIVISION STORY
"Thunder from Heaven"

19,000 men who fought with 17th listed plus complete history of the division and many action photos. Men of the TALON Division, this is your golden record. Order today, receipt sent, postpaid...\$5.00
BOOTS, 15 Ravine St., Birmingham, Mich.

LIFE IN PENNSYLVANIA More Pennsylvanians read LIFE than any other weekly magazine—1,629,000 every week! As a matter of statistical fact, LIFE is the most widely read weekly magazine in every other state, too.
22½ Million Readers Coast to Coast

CORN NIP?
Here's a tip!

BLUE-JAY with Nupercaine*
RELIEVES 3 WAYS:

Soft Dura-felt pad stops shoe pressure instantly! Blue-Jay's exclusive anesthetic Nupercaine curbs surface pain! Gentle medication loosens hard core—you just lift it out in a few days! Ask for Blue-Jay—"America's Largest Selling Corn Plaster."

*Reg. U. S. Pat. Off. by Ciba

BLUE JAY
Corn Plasters

NOW IN 2 SIZES:
STANDARD AND LITTLE TOE

(BAUER & BLACK)
Division of The Kendall Company
Chicago 16



Company coming—

"If it's a girl, it would be nice to name her after your mother . . ."

"He'll be a boy and he'll play on my old team. But gosh, Jo-Anne—does it take this much stuff, just to have one baby?"

This—and lots, lots more, as millions of young couples like Bill and Jo-Anne Bowman are discovering. That's why they're learning the reliability rule two generations of doctors and families in

America have lived by: *for drug store products, always depend on Rexall.*

For such families, Rexall Laboratories have perfected today's completely modern and complete line of Rexall drugs, prescription drugs, and supplies. They know that *when it comes to a baby, you've got to have the best.* And you must be able to count on every precaution of science and pharmaceutical skill. That is why they buy only the safe, sure, pure drug

products guaranteed by Rexall—found only in Rexall Drug Stores.

Over 10,000 such selected independent Rexall Drug Stores are in business for your good health. You can tell them by the familiar blue-and-orange R-E-X-A-L-L sign in the window. Remember—what's *best* for the baby is *better* for the family, too.

For a lot of fun, hear Jimmy Durante and Garry Moore on the Rexall Drug Radio Show, Fridays, 9:30 to 10 P. M., EST, Columbia Network.



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Pharmaceuticals • Household Remedies • Toiletries



Special-this-Month at your Rexall Drug Store REXALL (Milt) ANTISEPTIC SOLUTION

The household antiseptic of many uses . . . when used full strength safely kills contacted mouth germs in from 20 to 25 seconds . . . an excellent first-aid dressing.

*The job is finished; the Boss is due
To inspect the work and pay the crew.
So these smart fellows, in a trice,
Cut three rings into the ice;
A gentle hint... so the Boss won't fail
To treat them all to Ballantine Ale!*



Century-old favorite...
it's America's
largest selling Ale

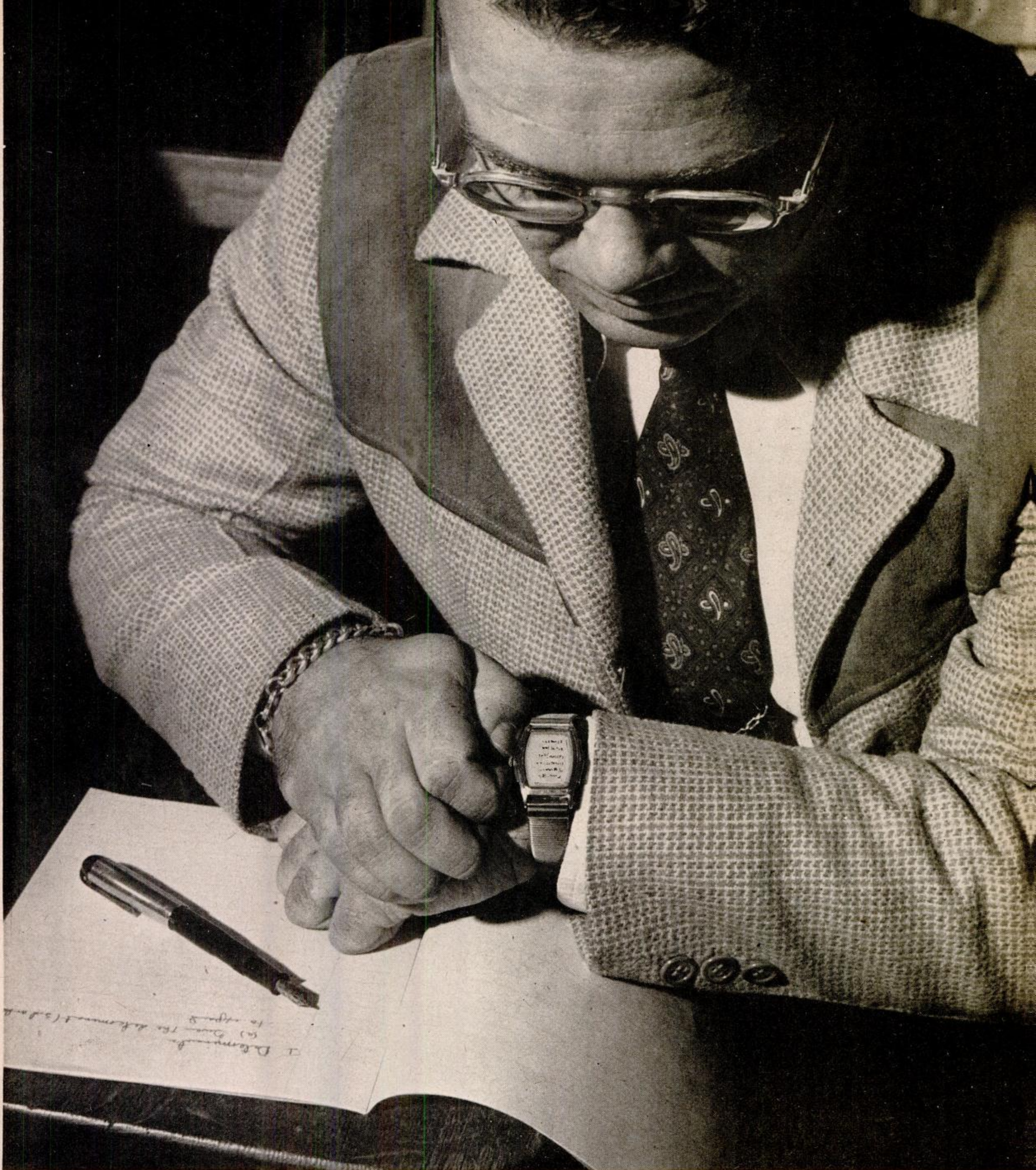


Back in 1840, when his ale was ripe and ready, Peter Ballantine took one drink to judge PURITY... a second for BODY... a third for FLAVOR... and chose for his trade mark the three moisture rings left by his glass on the table.

Today, this famous trade mark is *your* guide to the finest of ale. Look for the 3 rings; call for "Ballantine"... America's largest selling Ale.

BALLANTINE  **ALE**
BREWED ON THE SAME SITE  SINCE 1840

P. Ballantine & Sons, Newark, N. J.



UNIVERSITY OF TEXAS STUDENT MODEL SHOWS HOW TO READ ILLEGAL NOTES ON FAKE WATCH FACE. "INSTEAD OF PASSING THE TIME, IT PASSES THE STUDENT"

COLLEGE CHEATING

Texas University magazine shows tricks students use to pass exams

At the University of Texas, where, according to a recent poll, two thirds of the students cheat in examinations, the watchlike object shown above can be bought for about \$35. A twist of its winding stem reels a complete semester's notes before the student, unseen by the professor. It is the ultimate refinement in the cheater's manual which Student Editor Johnny Bryson published in the university magazine, *Texas Ranger*, last month.

To tell his story Editor Bryson posed the pictures shown here. Headlining his exposé "Two thirds of the students do it anyway, so you might as well do it right," Bryson announced that a poll taken by the *Ranger* showed that 66.8% of the 17,500 students cheated. Of these, 8.9% did it often. Girls were hardest to catch because they hid notes in their stockings above their knees (p.114). The *Ranger's* conclusion: at least cheating is democratic.

I'm bringing my daughter up **RIGHT!**



"Wunderhose has been my favorite stocking for years, and now Nancy's getting into the habit of saying 'Wunderhose, please' when she buys."

Wunderhose stockings in full-fashioned, tailored seam, no-seam, or slim-leg styles are a part of many a well-dressed woman's wardrobe—and her daughter's as well. Even the youngsters know "Wunderhose" when it comes to their beloved bobby socks.

For family stocking-shopping, the Wunderhose habit is a smart and economical one.



Wunderhose

SAME STYLES IN
EVERWEAR and ARROWHEAD
RICHMOND HOSIERY MILLS, ROSSVILLE, GA.

This label stands for
the
FINEST FLAVOR
ever packed
in a can



America's
favorite
since 1865

Spread it on hot toast
under eggs!

College Cheating CONTINUED

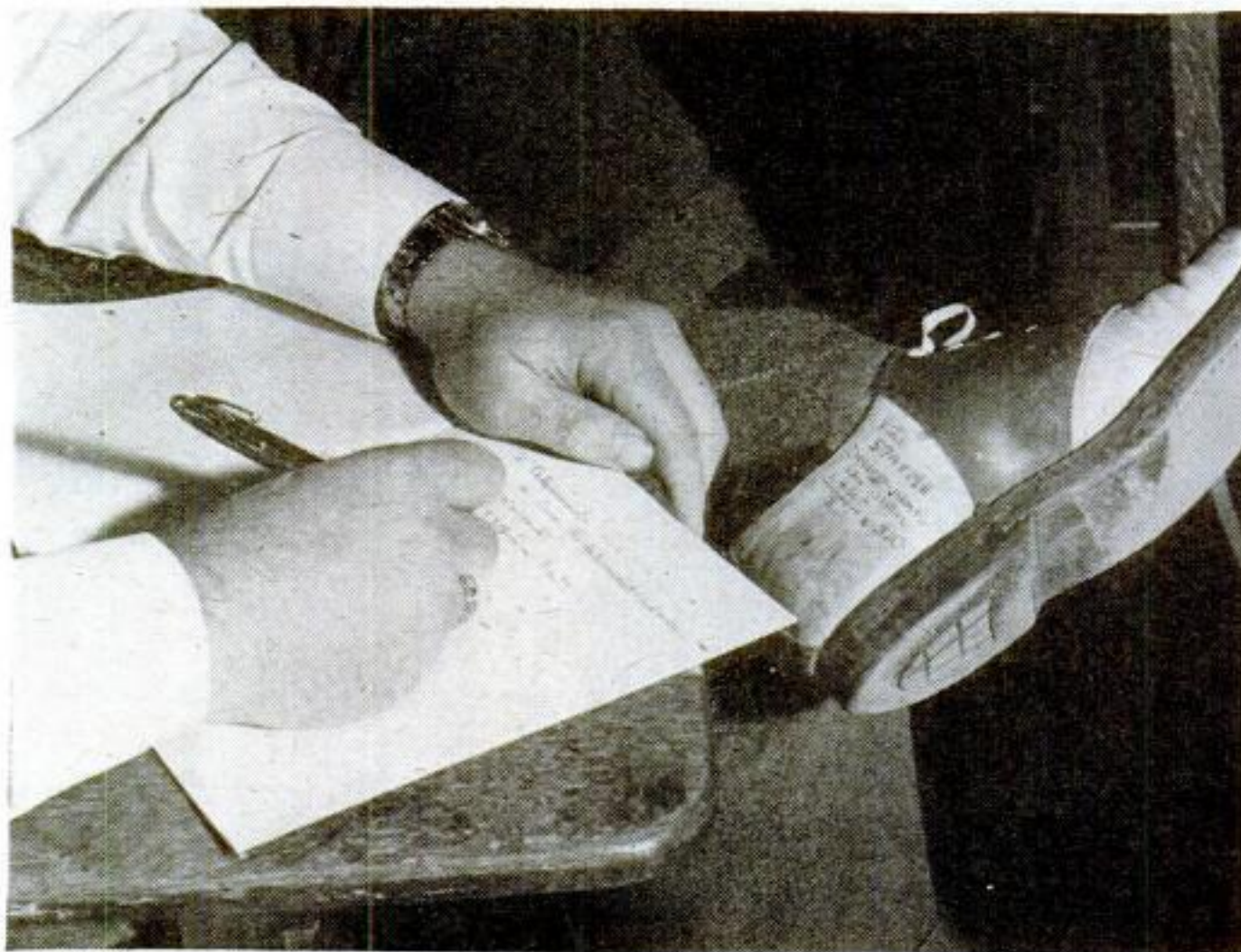
STUDENTS POSE FOR BASIC RUSES



THE CUFF METHOD is tried and practical, says the *Ranger*, and, with its variations below, is next in popularity only to looking at someone else's paper.



THE KNEE METHOD, where exam notes are tucked in stocking above the knee, obviously stymies the professor. This explains why girls are rarely caught.



THE SHOE METHOD explains the popularity of saddle oxfords, which are "indispensable to the campus cribber, nonexpendable and can be used forever."

Get faster, closer
SCHICK
electric shaves
with new preparation

• Now you can get quicker, longer-lasting shaves from your Schick Electric Shaver—with sensational new Letric Shave. Just dash a few drops on your face *before* shaving.



FASTER SHAVES!
Evaporates perspiration—lubricates

Letric Shave evaporates sticky, shaver-clogging perspiration—cuts down "shaver drag."

CLOSER SHAVES!
Conditions beard—softens wiry whiskers



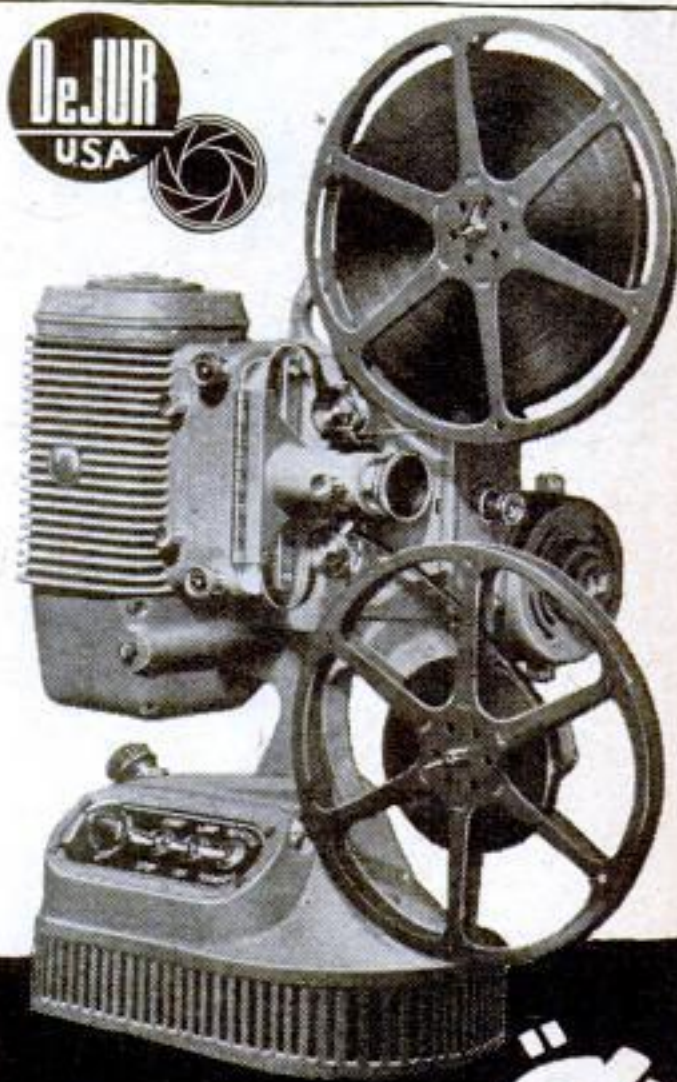
Letric Shave takes the "fight" out of tough whiskers—helps you get a longer-lasting shave.

Free sample—Use Letric Shave with any make of shaver. On sale at dealers' everywhere—or send name and address to The J. B. Williams Co., Dept. LE-4, Glastonbury, Conn., for generous trial bottle. (Offer good in U. S. A. only.)



Letric Shave

Makes electric shaving easier



A NEW 8"

DeJUR Deluxe 8 mm. movie projector. See your DeJUR dealer.

DeJUR
U. S. A.

DeJUR-AMSCO CORPORATION

45-01 Northern Blvd.,

Long Island City, N. Y.

More of the Equipment You Need
... for the Pictures You Want

CONTINUED ON PAGE 116

30 Million
Minds a Month
Focus on
**THE MARCH
OF TIME**

to see great events in the making
to know the world and its peoples
to understand the wonders of a new age,
and meet the men behind them.

Watch for these current
releases at your local theatre.

The MARCH OF TIME
is produced every four
weeks by the editors of
Time and Life and
distributed by
20th Century-
Fox



VOL. XIII, No. 7

FASHION MEANS BUSINESS!

A style-studded film about
America's gigantic dress
industry. See outstanding U. S.
designers at work on their
latest creations; learn what
makes a fashion clock.



VOL. XIII, No. 6

**GERMANY—HANDLE
WITH CARE!**

Should her industry
be revived or should
Germany be reduced
to an agricultural
nation? See how the
four occupying powers
rule each zone.



VOL. XIII, No. 5

NOBODY'S CHILDREN

How modern social
science works to
convert unwanted,
illegitimate, and
orphaned children
into normal, happy,
useful citizens.



VOL. XIII, No. 4

THE AMERICAN COP

See how the good right
arm of the law is trained
to protect you and
your property, how he
copes with routine and
emergency in his daily
rounds.

F. W. FITCH, Founder
The F. W. Fitch Company

MEN!

my shave creams
contain special
SKIN CONDITIONER

Developed especially for super-sensitive faces . . . **SKIN CONDITIONER** brings "solid-comfort" shaves to men who've "tried everything."

Get Fitch's NO BRUSH and get set for easy, close shaves, even with cold, hard water! Fitch's cool/s sensitive skin as soon as applied . . . holds whiskers UP until your razor mows 'em down! Leaves your face feeling soft, frosty-cool for hours. So men, for solid comfort shaves, **SWITCH TO FITCH! BRUSH USERS**—use Fitch's Brush Cream.

BE "SMILE HAPPY" after shaving by using Fitch's Skin Pep AFTER-SHAVE LOTION. Tingling, cooling and antiseptic. He-man scent.

Large
Tube
40c

Fitch's
NO BRUSH SHAVING CREAM



**I'm sick and
tired of 'em!**

You know I complain very little, but worms make me sick and tired! Why, some mornings I haven't even felt like wagging my tail—and you know what that means!

The boys down at the corner tell me that Sergeant's SURE SHOT Capsules clean out the worms—safely, dependably, and fast. How about giving them a try?

Sergeant's also takes care of worm difficulties for pups and small dogs, weighing less than ten pounds, with **Puppy Capsules**. Nineteen tested, reliable dog care products are made by Sergeant's. They are available at most drug and pet stores.



• Check up on the symptoms for worms and other ailments with Sergeant's new, **FREE Dog Book**. It's yours for the asking at your local drug or pet store. Or write direct to Sergeant's, Richmond 20, Va.

Sergeant's
DOG CARE PRODUCTS

College Cheating **CONTINUED**

"RANGER" RE-ENACTS COMPLEX CASE



EXAM STARTS as the student gets questions. These students are re-enacting actual Texas case for the *Ranger*.



CONFEDERATE on campus catches questions. He has already been supplied with empty examination book.



IN CLASSROOM student concentrates on blank page, doodling away the hours. This is "the hardest part."



HURRYING BACK to classroom, student explains that he has foolishly left empty book, turns in substitute.



OUT THE WINDOW the cheater throws copy of questions. He was careful to arrive early, get window seat.



IN THE LIBRARY the confederate looks up correct answers to questions, writes answers in empty exam book.



AFTER EXAM student, who has left empty exam book with professor, gets answer-filled book from confederate.



EXAM GETS "A." "The professor does his part," concludes the *Ranger*, "proving it was worth the trouble."



"BC" FOR QUICK RELIEF FROM
HEADACHES, NEURALGIC PAINS
AND MUSCULAR ACHES—10¢ and 25¢.
Caution: use only as directed.

**HANDY FOR
EMERGENCIES**



CASCO

**ELECTRIC WETPROOF
HEATING PAD**

Whenever pain strikes, wherever cold grips, when taut nerves banish sleep, reach for your Casco Heating Pad and let gentle, relaxing heat soothe the pains, aches and tensions. Constant safe heat is yours at the flick of a switch. Safe with wet packs. Exclusive Nite-Lite switch, dial in the dark any one of 30 constant temperatures to suit your need. Removable washable cover. Underwriters' Laboratories approved for your protection. Thousands of Casco pads are used in hospitals and by doctors. Casco Heating Pads from \$4.90 to \$9.80 plus Fed. tax at Drug, Department, Electrical and Hardware Stores.

**CASCO PRODUCTS CORPORATION
BRIDGEPORT 2, CONN.**

America's Largest Manufacturer of Electric Heating Pads



At the end of many a rainbow—

If you go to the end of a rainbow, so the fairy tales say, you'll find a pot of gold.

Of course, no grownup believes this. But it's surprising how many people believe what amounts to the same thing.

That is, many of us have a dreamy notion that somewhere, sometime, we'll come upon a good deal of money. We couldn't say exactly how this might happen—but we go along from day to day, spending nearly all we make, and believing that *somehow* our financial future will take care of itself.

Unfortunately, this sort of rainbow-chasing is much more apt to make you wind up behind the eight ball than with a pot of gold.

When you come right down to it, the only sure-fire way the average man can plan financial security for himself and his family is through saving—AND saving regularly.

One of the soundest, most convenient ways to save is by buying U. S. Savings Bonds through the Payroll Plan.

These bonds are the safest in the world. When you buy 'em through the Payroll Plan, they mount up fast. And in just 10 years, they pay you \$4 back for every \$3 you put in. They'll come in mighty handy when the time comes to send your kids to college, to buy a house, or to weather a rainy day.

So isn't it just plain common sense to buy every U. S. Savings Bond you can possibly afford? You bet it is!

P. S. You can buy U. S. Savings Bonds at any bank or post office, as well as at your place of work.



SAVE THE EASY WAY... BUY YOUR BONDS THROUGH PAYROLL SAVINGS

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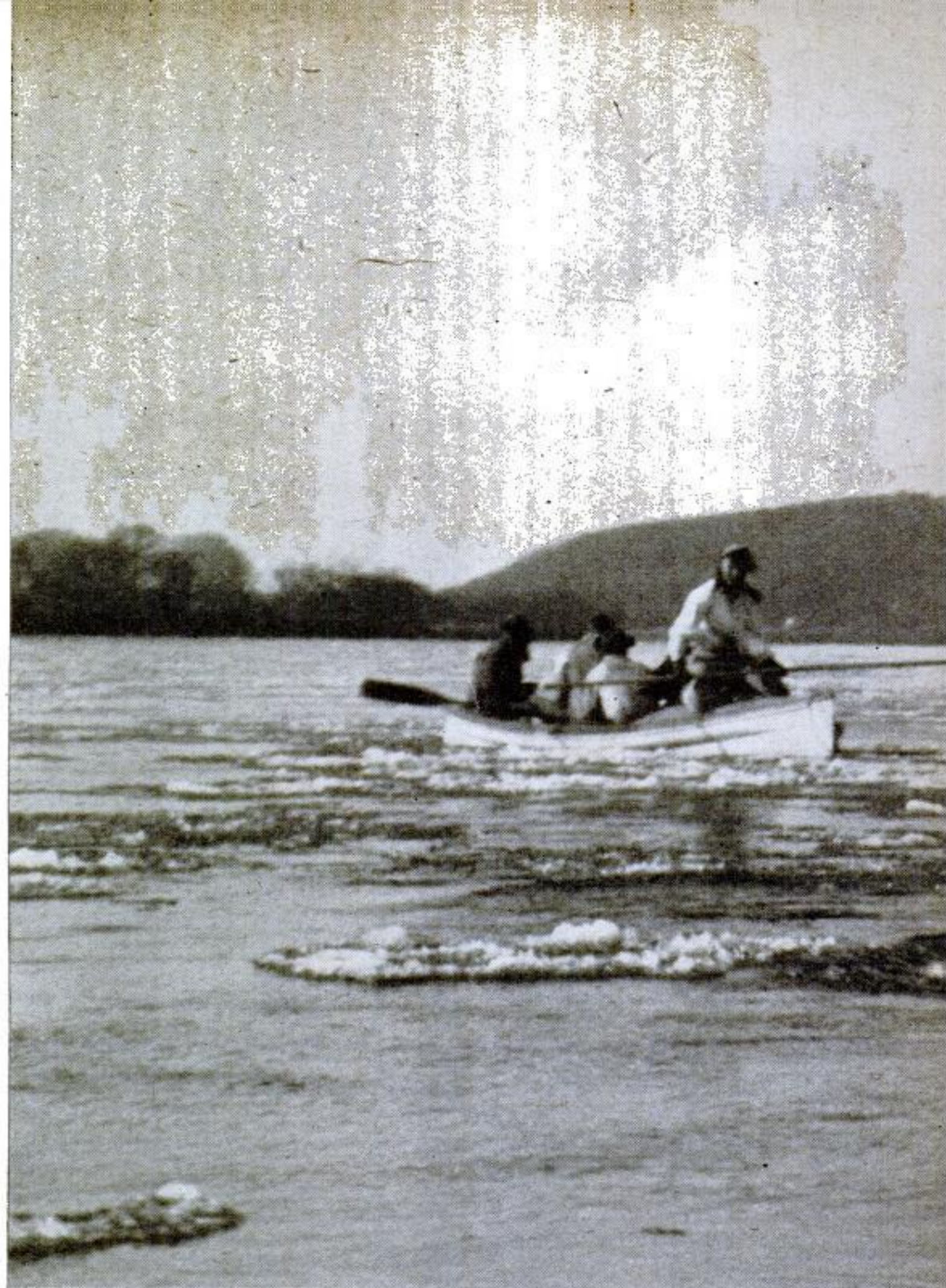
BEFORE THE CROSSING Phi Sigma Nu pledges, clad in ragged uniforms like Washington's troops, huddle around meager campfires on Pennsylvania side of the Delaware.



AFTER THE LANDING on the Jersey side nine miles above Trenton, the Revolutionary forces pause at Bear Tavern for beer. Then they headed for Trenton and the Hessians.



HESSIAN GARRISON defending Trenton, impersonated by the older fraternity brothers, was required to be caught off guard in a drunken slumber. It played its part well.



ASSUMING AN UNSEAMANLIKE STANCE SIMILAR TO ONE IN THE PAINTING BELOW,



ORIGINAL *Washington Crossing the Delaware* was painted by Emanuel Leutze, a German. He posed his models on the Rhine.

Washington Crosses the Delaware... Again

College boys playfully re-enact a famous incident

The college prank is back in business. In one of the best ever staged, students of Rider College in Trenton, N.J. last month hilariously re-enacted a cherished incident in American history, Washington's crossing of the Delaware. The crossing was part of the initiation of new members into Phi Sigma Nu fraternity. The pledges, realistically equipped with Revolutionary uniforms, muskets and catsup-soaked bandages, played Washington's tattered army. Starting from the same spot depicted in Leutze's painting of the original event (*above*), they rowed in rickety boats across the Delaware, from the Pennsylvania to the New Jersey side, where they were attacked with fruit, vegetables and firecrackers. After the attackers were dispersed the Colonials reorganized forces (*bottom, right*) and set out for Trenton to "surprise" George III's Hessians. Just as in 1776, the patriots found the mercenaries deep in a beery sleep (*bottom, left*), overcame them after a brief but sharp fight (*pp. 120-121*). In the 1947 battle, however, there was only one casualty, which occurred when a lady stuck her head out of a window to see what was going on. A stray tomato found its mark.



GENERAL GEORGE WASHINGTON CROSSES THE ICE-CLOGGED DELAWARE TO NEW JERSEY. THE ICE FLOES ARE AS AUTHENTIC AS THE 13 STARS IN HIS OLD BATTLE FLAG



"ON TO TRENTON!" is the rallying cry of the Revolutionists as General Washington points out their objective with his upthrust sword. The general, played by Army Vet

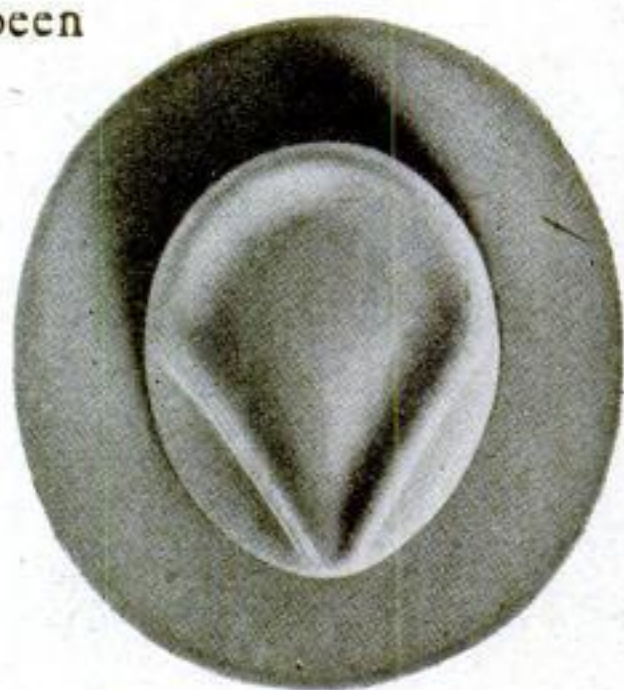
George Chafey of Allentown, Pa., was skittish of horses and preferred to lead his men on a bicycle. His commanders, Generals Sullivan and Greene (right), were more at ease.



Proofed against
hat check girls...

your LEE Pre-Shaped Hat!

Even your favorite hat check girl is often rough on hats. Let her be...with your Lee Pre-Shaped. This hat weathers all kinds of rough going and snaps right back into shape at a touch of your fingertips. Through a technique originated by Lee craftsmen...the correct creases have been blocked into its crown *for keeps*. At the right, photographed from above, the perfect *permanent* crease of your Lee Pre-Shaped hat. No worries...when you buy it...or thereafter. Lee Pre-Shaped hats look better longer. 8.50, 10.00, 12.50 and up.



Tune in Drew Pearson and his "Predictions of Things to Come" every Sunday, coast-to-coast over the American Broadcasting Company network. Frank H. Lee Co., Fifth Avenue, New York.

LEE Hats *Don't take less than the best...don't take less than a Lee!*

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Delaware Crossing CONTINUED
BATTLE OF TRENTON in Phi Sigma Nu's modern version becomes a furious feather-pillow fight between the American patriots and Hessians, dressed



THE HESSIANS SURRENDER, and General Washington (left, center) receives the token sword from the defeated commander. In the foreground the

AFTER THE BATTLE FEATHERS ARE SWEEPED UP BY WASHINGTON (CENTER)





in white-strapped uniforms. Like the actual battle, the feather scrap was brief. The collegiate mercenaries gave up as easily as those of King George III did.



hiring troops are lined up to be taken prisoner, while the Continentals cheer in background. In the 1776 ceremony more than 1,000 captives were taken.

AND HIS TROOPS WHO, AS PLEDGES, HAD TO DO ALL THE DIRTY WORK



*"...and then the
Colonel yells
NO WHAT?"*



As reported by The Old Conductor



MILITARY COURTESY was mighty important to the Colonel, but so was his pipe. He sniffed, appraised, approved, and said to Tom. . .



"THAT TOBACCO—fragrant, aromatic—who mixes it for you, Sergeant?" "Philip Morris, sir—they call it Bond Street. Try some, sir?"



THE COLONEL inhaled deeply "Hmmm . . . nice full body, a real man's smoke. I suppose it'll bite your tongue like other tobaccos?"



"NO," said honest Tom, forgetting the "sir." The Colonel's ears burned at the omission. **"NO WHAT?"** he roared. "No bite*", said Tom.



**"BOND
STREET
...change for
fragrant
smoking!"**

*Made by the special PHILIP MORRIS PROCESS



MISCELLANY



LEANING OUT OVER THE SHIP'S RAIL, GIRL WAVES A LARGE TEDDY BEAR



AS THE ROPE SAGS UNDER HER WEIGHT, THE GIRL LOSES HER BALANCE.

Precious Moment...

Romantic Meal

with Valliant California Burgundy

Dinner takes on a honeymoon atmosphere when Valliant Burgundy casts its spell over the meal.

You'll love Valliant Burgundy for its fine bouquet . . . for its smooth, well-rounded flavor that blends so perfectly with main course dishes . . . for the way it adds new interest and color to the simplest foods.

It is Burgundy with an authentic European ancestry—bottled by the winery in California to protect its choice quality. Enjoy Valliant Burgundy *every night*—at home or at your favorite restaurant. It's good taste with any food.

OTHER VALLIANT CALIFORNIA WINES

Valliant appetizer and dessert wines:
Sherry, Port, Muscatel

Valliant table wines:
Burgundy, Cabernet, Sauternes, Riesling

W. A. TAYLOR & COMPANY, N. Y. C.
SOLE DISTRIBUTORS FOR U. S. A.



OVER THE RAIL

Girl tosses Teddy bear and forgets to let go

When the steamship *Marine Phoenix* pulled out of Auckland, New Zealand last month, it swarmed with war brides leaving for the U.S. In the usual excitement of such occasions, one of the young women waved a stuffed Teddy bear (left) at the crowd on the wharf, then impulsively gave it a heave to one of her friends waving below. The young lady evidently misjudged her own strength, because the force of her throw carried her onto the rope rail, which immediately sagged. Then, while the girl's companion made a futile grab (below), an American sailor jumped to the rescue, yanked the young lady back to safety. The Teddy bear, however, fell short of its mark and plopped into the harbor.



STARTS TO FOLLOW THE BEAR OVER. HER COMPANION GRABS TOO LATE

CONTINUED ON NEXT PAGE

SLEIGH BELLS BOW TO THE DINNER BELL!

SURPRISE !!
HOT AUNT JEMIMAS
FOR COLD
SLEIGH RIDERS !!

AND WE ALL
PILED OUT AN' RAN!
-- OUR HORSES
WEREN'T FAST
ENOUGH!

GANGWAY !!
FOR FIVE MORE
APPETITES ON
LEGS!

**SURPRISE
NOTHING !!**
WE SMELLED 'EM
COOKIN' WHEN WE
ROUNDED RILEY'S
CORNER!

THANK GOODNESS
AUNT JEMIMAS ARE
FAST AND EASY TO
FIX -- I COULD EAT
MY WEIGHT IN 'EM!

PHOOEY! THERE'S
NO WEIGHT TO 'EM!
JUST LIGHT, FLUFFY,
GOODIE !!

BOY !!
THESE FOLKS
CAN RUN WHEN
THEY'VE GOT A
REASON!

NOW THIS IS THE
PART OF A SLEIGH RIDE
THAT APPEALS TO
EVERYBODY!!

*A Tangy Delight
to Tickle Yo' Appetite...*

**AUNT JEMIMA
BUCKWHEATS!**



M E N U

A SLEIGH-RIDE SUPPER
THAT'S A HAPPIFYIN' FEAST

Vegetable Soup	Sausage
Aunt Jemima Buckwheats*	Frozen Fruit Salad
Hot Cocoa with Whipped Cream	

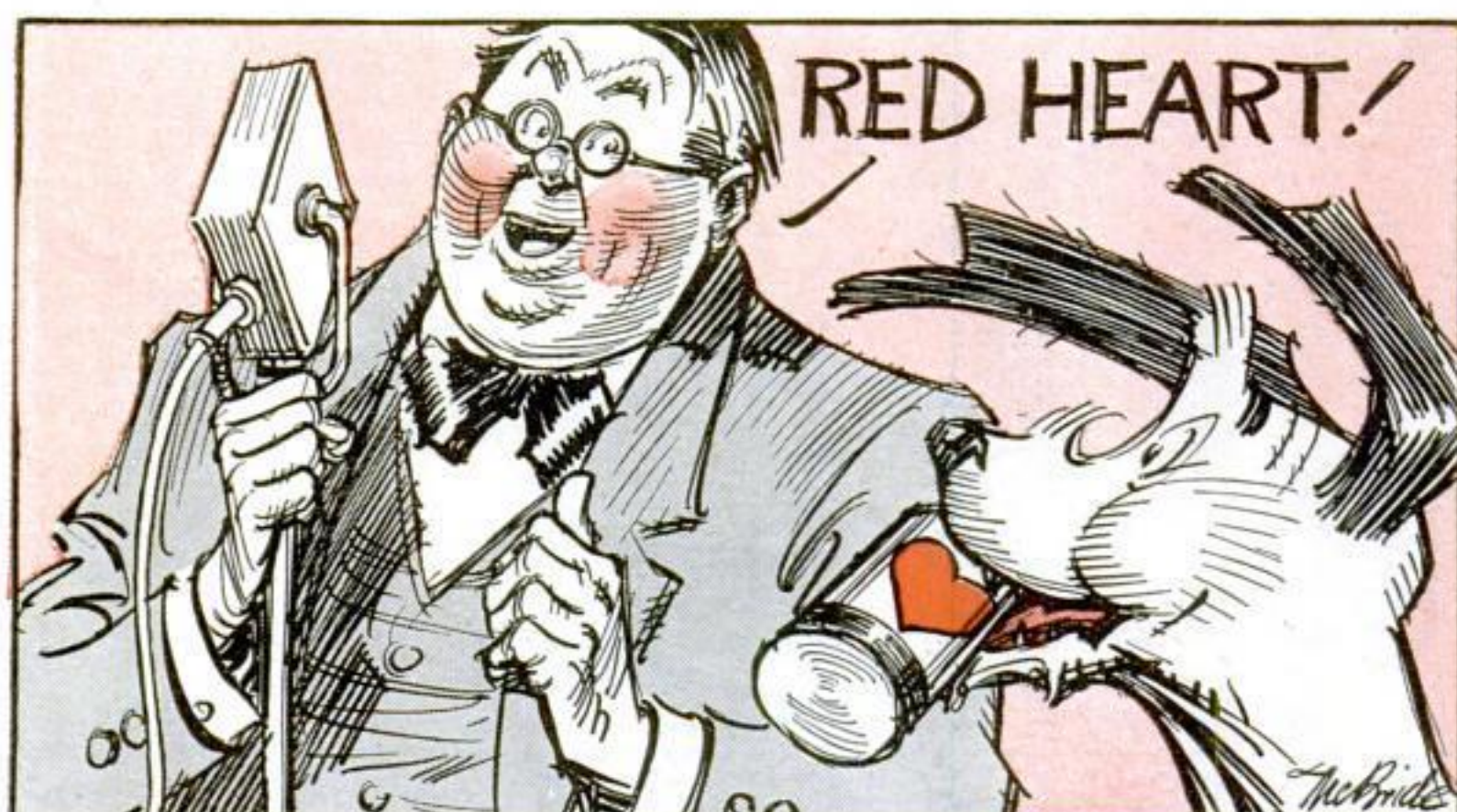
* J-u-s-t the right amount of that sure 'nuff buckwheat flavor, and easy to fix 'cause they're ready-mixed.

GET BOTH KINDS

— the red box for pancakes and waffles; the yellow box for buckwheats.



NAPOLEON AND UNCLE ELBY



Trust Napoleon to think of that wonderful Red Heart dog food!

It's the food your dog thinks a lot of, too! For only Red Heart offers him three grand flavors, Beef, Fish and Cheese. Fed in rotation, they give him delicious variety, plus a

satisfying basic diet, chock-full of the vitamins and minerals he needs.

If your grocer's supply of 3-flavor Red Heart is still limited, please be patient . . . he'll have more soon.

JOHN MORRELL & CO., MEAT PACKERS
GENERAL OFFICES, OTTUMWA, IOWA

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
if defective or
not as advertised thereon.



RED
HEART

3-FLAVOR DOG FOOD

Miscellany CONTINUED

HALSEY HAS BOW-TIE TROUBLE



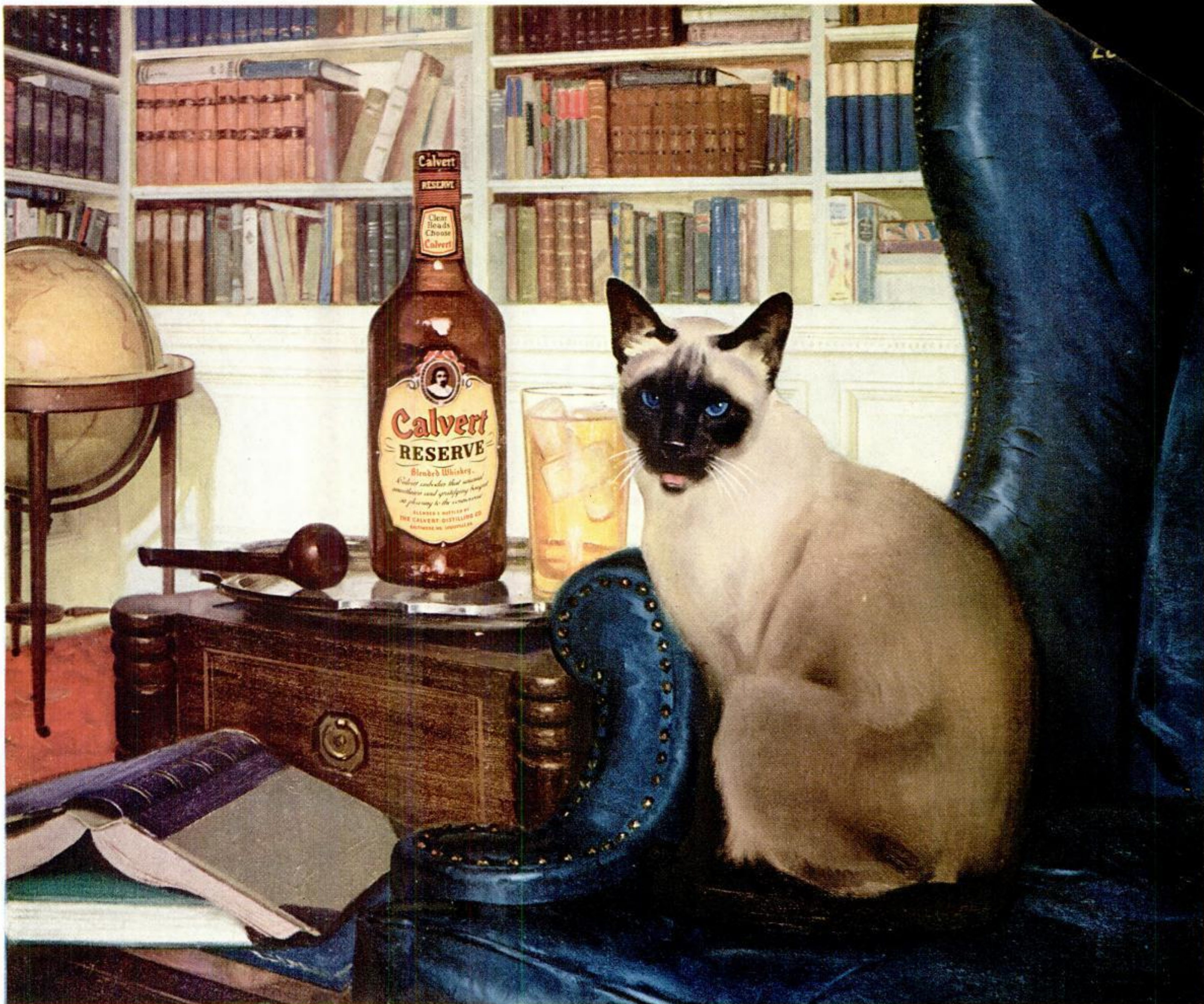
RIISING TO SPEAK at American Legion dinner in New York City, Admiral Halsey laughs so heartily that his ready-tied bow tie comes undone, slips askew.



FUMBLING WITH TIE, Halsey attempts to repair the damage. The master of ceremonies, State Guard Colonel Christopher Moran (at right), goes for help.



MIRROR, produced by master of ceremonies, solves the dilemma. The admiral laughed off his "cheater" tie by explaining, "I never could tie those things."



"Easy to see he's well educated!"

Why are wise folks switching to Calvert?

Because it's "the whiskey of moderation"...

blended for agreeable lightness... superb taste...

all-around whiskey enjoyment. We invite you to try it
and learn for yourself the pleasant reasons why...

Clear Heads Choose Calvert

Calvert
BLENDED WHISKIES
Reserve **OR** *Special*

Calvert Distillers Corporation, New York City. BLENDED WHISKEY 86.8 Proof. Calvert "Reserve"—65% Grain Neutral Spirits... Calvert "Special"—72½% Grain Neutral Spirits

YOUR "T-ZONE" WILL TELL YOU!

T for Taste...

T for Throat...

That's your own proving
ground for any cigarette

YES, the "T-Zone" is your own critical laboratory for any cigarette. That's where you learn by actual smoking experience the particular cigarette that suits you best.

For your taste and your throat are individual to you. Only your taste and throat can decide which cigarette tastes best to you...and how it affects your throat.

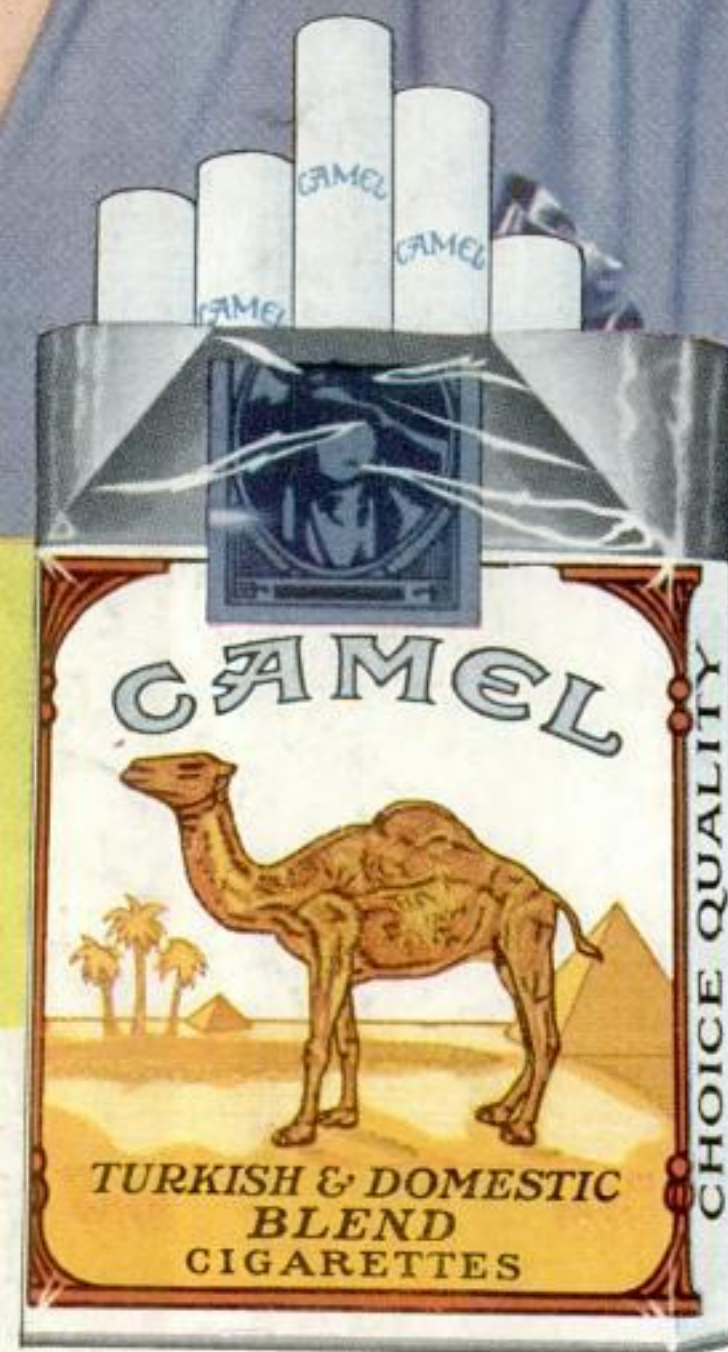
Try Camels. See how your taste responds to the rich, full flavor of Camel's choice, properly aged tobaccos. See how your throat reacts to the

delightfully cool mildness of Camels.

On the basis of the experience of many, many millions of smokers, we believe Camels will suit your "T-Zone" to a "T."

According to a recent Nationwide survey:
More Doctors smoke Camels
than any other cigarette

Like the rest of us, doctors smoke for pleasure. They appreciate flavor and mildness just as you. When 113,597 doctors were asked by three independent research organizations to name the cigarette they smoked, more doctors named Camels than any other brand.



R. J. Reynolds Tobacco Co., Winston-Salem, N. C.